

ALEX ZELENIN

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PROFESSIONAL SUMMARY

Alex is a 3D Creative Art Director with 15+ years of product and game development experience with a focus on innovation, design, and art production. Joining Mursion as a founding team member in 2015, he scaled a global art team through 3 rounds of private equity funding to produce custom VR simulations for 200+ clients, including 47 Fortune 1000 partners such as Amazon, Starbucks, and Google. Serving a role that's both internal and client-facing; Alex strives to delight customers by developing immersive virtual experiences that enable learners to interact with emotive avatars and practice essential social and emotional skills. Prior to Mursion, Alex worked in the gaming industry on titles for Facebook, PC, Xbox 360 & PS3, published an original game IP for mobile on Apple & Android marketplace, led laser scanning efforts for historical preservation projects, and designed education-focused interactive STEM games for youths in K-12.

EMPLOYMENT HISTORY

Creative Director, Mursion Inc. **San Francisco, CA**

2020 - Present

An immersive VR training platform that utilizes a blend of artificial intelligence and live human interaction to allow professionals to practice essential interpersonal skills while engaging in high-stakes conversations.

- Shaped growth strategy while serving under CTO & CPO.
- Delivered \$15 million of custom artwork over 8 years while leading the Art Department in line with business initiatives.
- Successfully expanded simulation product offering to land new customers in the technology, financial services, hospitality, healthcare, government, and K-12 industries.
- Built a diverse and distributed Art Department with strong culture via mentorship, measurable outcomes, and a transparent management style.
- Managed budgeting, hiring, FY planning, OKR's, product roadmap, art pricing, and board presentations.

Art Director, Mursion Inc. **San Francisco, CA**

2015 - 2020

- Invented key features for a proprietary IP [control system](#) for core simulation technology.
- Developed an enhanced facial system utilizing pressure-sensitive input which helps learners better read the avatar's intent as well as emotional and psychological states.
- Developed a posture-driven animation system that allows avatars to emote a wide range of body language.
- Architected the Art Designer, an interactive web-based art configuration tool that allows customers to design simulations by selecting scenes, avatars, outfits, and animation control schemes.
- Productized photo -> 3D avatar production pipeline which allows customers to create avatars of themselves.
- Launched various visual simulation enhancements via custom sss & wrinkle skin shader, cloth shader, hair shader, as well as lighting and rendering via Unity's HDRP pipeline.
- Installed cross-departmental processes for: art<>sales for custom art pricing and product demos, art<> eng for feature architecture and development, art<>devops for cloud-based build cycle and deployment, art<>ops for art configuration and delivery, art<>marketing for publishing.
- Established a company-wide artwork feedback process in support of DEI&B initiative and partnered with external SME's to validate sensitive artwork including animations for neurodivergent avatars and models with physical disabilities.
- Established art style and evolved it over 4 generations of product launches in tandem with engine capabilities.
- Shared vision and guidance with a culturally diverse team of creatives; unifying creative output.
- Led the development of all VR-enabled simulation content for the following products: Standalone App, Mursion Magic Screen Share, Zoom, Meet, Oculus Quest, HTC Vive, Android, and Unity Web Player.
- Established end-to-end asset development pipelines in the U.S., (Liquid Development), Russia (EPAM), India (Mursion India & Infobahn), and Turkey (sole contributors) leveraging contractor talent at scale.

- Installed pipeline for the development of highly realistic avatar models utilizing facial scan data and industry-leading tools including Maya, Zbrush, Substance, Xgen, Marvelous, Wrap3d, 3dScanStore, and Texture XYZ.
- Installed pipeline for synchronous performance capture utilizing Dynamixyz for facials, Xsens for body, Manus for hands, and Perception Neuron for multi-actor interactions.

Founder / Artist, Minty Owl Games
Orlando, FL

2012 - 2015

Periwinkle™: An original side-scrolling adventure game that allows players to gather pigeons and build a flock while exploring a beautiful 2D world!

- Developed an original IP and launched it for the iOS and Android marketplace.
- Authored all 2D/3D characters, environments, animations, sfx and story elements.
- Developed all gameplay mechanics and player interactions.
- Designed all 16 unique game levels.
- Built official website & led marketing efforts.

3D Scan Specialist, SREAL
Orlando, FL

2012 - 2014

ChronoPoints: A historical preservation project documenting the life and culture of communities through its structures and artifacts by utilizing 3D scanning technology.

- Scanned historically relevant sites across the U.S. utilizing FARO's S120 and X330 point cloud scanners.
- Established end-to-end post-production pipelines utilizing Scene, Pointools, and Geomagic software.
- Developed interactive virtual experiences utilizing scan data and published them on the web.

Lead Environment Artist, SREAL
Orlando, FL

2010 - 2013

ChronoLeap - The Great World's Fair Adventure: A search-and-discover standalone PC experience that utilizes the setting of the 1964/65 New York World's Fair as an educational platform for exploring science, technology, engineering, and mathematics for youths 8 to 13.

- Established OGRE engine art production pipeline and tools for an art team of 4.
- Modeled and textured over 60 historic pavilions and vehicles from source photography.
- Developed and installed an interactive experience at the New York Queens Museum of Art.

Environment Artist, Electronic Arts
Orlando, FL

2008 - 2010

- Worked on PGA Tour Golf Challenge for Facebook | PGA Tour Online | PGA Tour 11 Xbox360/PS3
- Developed using Unity v2.6 & v3.0 game engine, editor, and tools.
- Collaborated with Development Director, Sr. Producer, and Art Leads.
- Built fantasy golf courses as part of game expansion / downloadable content.
- Modeled, textured, and optimized structures, props, and foliage assets.

EDUCATION

Master of Science, Interactive Systems, University of Central Florida, 2009

Bachelor of Arts, Digital Media, University of Central Florida, 2008

Associate of Science, Computer Animation, Full Sail University, 2005