



## Duane Loose | CV

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3720 Colonial Circle, Lake Elsinore, CA 92530

[LinkedIn](#) • [Portfolio](#) • [Film + Media Credits](#) • [Game Credits](#) • [X](#)

### SUMMARY

- Industry veteran designer and art director for web, film, mobile apps, AAA Games, design visualization and digital media education.
- Known for inspired teaching and mentoring, world class concept and product development, dynamic leadership, innovative user experience design, and inclusive creative process.
- Extensive experience in three career fields: Design Education, Digital Media, and Industrial Design for premiere academic institutions, industry leading design and production studios, and Fortune 100/500 companies.
- Dual Citizen: USA and Canada.
- Languages Spoken: English(native), Cantonese and Mandarin(elementary).
- Staff Member / Certified Co-leader: **The Mankind Project 1995 -2001**: 2000+ hours training and certification in conflict resolution, life mission empowerment, and personal growth mentoring.
- Two-time volunteer staff member of **The Inside Circle** working with convicts inside Folsom Prison.
- Served a two-year church mission to Hong Kong, China (British Crown Colony) 1973-1975

### EXPERTISE

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|---------------------|------------------------|------------------------------------|
| • Generative AI     | • Concept design       | • Process innovation               |
| • Digital Media     | • 3D content animation | • Curriculum & course development  |
| • UX / UI           | • Motion Graphics      | • Creative and technical writing   |
| • Video production  | • Design visualization | • Leadership, teaching & mentoring |
| • Industrial Design |                        |                                    |

### TOOLBOX

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|-------------|-----------------|-------------------------------------------------|
| • 3DS MAX   | • Midjourney    | • Office 365                                    |
| • Adobe CC  | • Chatgpt       | • Google Suite                                  |
| • Wordpress | • Google AI Pro | • Brightspace, Blackboard, Moodle & Canvas LCMS |

### EDUCATION

- **2008 Master of Fine Arts Computer Animation** Ai Miami International University of Art and Design, Miami, FL. MFA Thesis: **"Storytelling and Cultural Memory"** explores the artist's role as a creator of memorials such as **"The Vietnam Veterans Memorial"**.
- **1979 Bachelor of Fine Arts Industrial Design** Brigham Young University - Provo, UT. Internship Ford Design Staff. Dean's list for academic achievement. Notable projects include **GM Electric Car Interior** and **ARMCO Steel**

## NOTABLE CURRICULUM DEVELOPMENT

- **USC Interactive Media + Game Design / BFA Game Art program**
  - Courses: Generative AI, Visual Development for Games, World Building for Games (UNREAL).
  - Led development of Game Art Concentrations fostering integration with Viterbi School of Engineering TAC Program.:
    - Game Art and Animation
    - Technical Art and Animation
    - UX/UI
- **CSU San Marcos** - Imaginary Worlds: Digital media story development from concept through production in After Effects.
- **Woodbury University** – Contract course development, grading protocols, directed study instructor.
- **MIT** – Created a course teaching Industrial Design to entrepreneur students in the dual Mechanical Engineering + Master of Business Administration degree program under the direction of Professors Woody Flowers and Will Durfee.

## TEACHING EXPERIENCE

- **University of Southern California:** 2023- Present. Professor of Game Art | Lead Faculty BFA Game Art program in the USC School of Cinematic Arts, Interactive Media and Game Design program. Co-leading the adoption of Generative AI for games. Revising existing curriculum to reflect career concentrations in World Building, UX/UI, Animation, and Technical Art. Engines used: UNREAL and UNITY. Writing syllabi for new courses. Establishing Game Art Minor and MFA Game Art program. Cross program collaboration with Viterbi School of Engineering TAC program, OTIS College, and Cal State Fullerton. Co-teaching the Advanced Game Project capstone course. **Canvas** and **Brightspace** LCMS.
- **Mount San Jacinto College:** 2016 - 2021. Digital Media Adjunct Faculty – teaching video production, 3D animation, visual effects, and motion graphics in the Creative Media Department using Autodesk and Adobe CC tools. **Blackboard** and **Canvas** LCMS.
- **California State University San Marcos:** 2015 - 2016. School of Arts Instructor for VSAR 402 Imaginary Worlds storytelling using After Effects 2d Animation + Motion Graphics. ACTIVE MOTIF grant proposal for palliative care app/game program at CSUSM. **Moodle** LCMS.
- **Art Institute of California at San Diego, Orange County, Inland Empire:** 2010 - 2016. **Art Institute Online:** 2012 – 2016. Part-time faculty: Media Arts & Animation, Game Art & Design, Interior Design, and Design & Technical Graphics. Redesigned the Interior Design Dept.'s 3D curriculum. Created innovative course outline tools using Google Docs. **Pearson eCollege** LCMS.
- **Southern New Hampshire University Online:** 2014. Adjunct faculty IT Game Development program. **Blackboard** LCMS.
- **Woodbury University:** 2012 – 2014 Burbank, CA. Participating Faculty. Instructional design for three courses, taught two directed study sessions and created an assessment protocol for the Game Art and Design program in the School of Media, Culture and Design.

**Early Teaching Experience:** 1978 – 1994. **California State University at Long Beach:** Full time Faculty, Industrial Design Department. **Rhode Island School of Design:** Part time Faculty Industrial Design Department. **Massachusetts Institute of Technology:** Adjunct Faculty ME/MBA program. **Massachusetts College of Art:** Design Instructor Industrial Design Department. **Brigham Young University:** 1978 - 1979. Instructor (as an undergrad) Industrial Design Department.

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#### FACULTY ADVISORY ROLES

- **School of Creative and Information Technologies at Oklahoma State University Institute of Technology – Okmulgee:** 2018 - 2023. Advisory board member.
  - **Ferris State University:** 2007 – 2017 Grand Rapids, MI. Game and Media Arts program advisory committee.
  - **The Art Institute of Pittsburgh – Online Division:** 2001 - 2016. Media Arts and Animation advisory board.
  - **Brigham Young University:** 1999 - 2002 Provo, UT. Animation, Industrial Design faculty advisory board.
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#### PROFESSIONAL EXPERIENCE

- **DLoose Design:** 2012 – present Lake Elsinore, CA. Contract digital media artist: motion graphics, design visualization, and video production using 3DS Max, Blender, and Adobe Creative Suite. Notable projects include award winning art direction, production design and motion graphics for feature documentary films **“America Boxed In”** and **“CLIMB”**; Web series: **“Gemini Division”** and **“Afterworld”** for Sony Pictures Television International **and** NBC Digital; Concept Artist for Hairbrained Schemes **“BattleTech”**; Art and UX/UI Direction for Artifact Technologies’ geo-fenced **“Mixby”** app projects **“DIG”** and the **Aquarium of the Pacific**.
- **TLM Partners, Inc. – Endava Games:** 2017- 2024 remote. Senior Art Director | Art Fellow, Head of CoE | VP / Studio Art Director. Studio leader building the art team, mentoring their career development, and C-Suite advisor. Established an international art team in a start-up work-for-hire studio. Developed new IP, UI/UX for AI tools, led TLM’s University Internship program: CoE (Centers of Excellence), and supported marketing and business development promotional video and presentation production. Game projects included: **“Back 4 Blood” PC 2021** for Turtle Rock Studios and Sensorium’s **“Galaxy”** AR/VR project.
- **Blind Squirrel Entertainment:** 2016 - 2017 Santa Ana, CA. Studio Art Director in a co-development studio. Led a 40+ artist team, mentoring them in their career development, and established position guides using the Radford Surveys. Supervised four art directors in their work on AAA projects for Sony and 2K. Notable projects include: **“GOD OF WAR”** (uncredited) for Sony, **“Prey” PC 2017:** cinematics preproduction for Arkane Studios and **“Mafia III” PC 2016** for 2K.
- **Stratasys Direct Manufacturing:** 2014 - 2015 Austin, TX. UX Designer, Digital Media Artist, Assistant Director of Photography for Stratasys Direct Manufacturing UX, website and video production projects. Concept development, videography, 2d graphic and 3d animated elements, and compositing for seven 3D Printing technology videos.

- **GameCloud Studios:** 2010 - 2011, 2014 Temecula, CA. Studio Art Director / UX Director for mobile games, and apps. Directed the work of art teams in USA and China. Notable projects included **"Epic Goal"** for Kabam, UX/UI design for the **"Glo"** bible app, and concept design, lighting and visual effects in Unity for **"FLIGHT"**, a neuro-training app for children from PlayTo.
- **Connect Marketing:** 2011 - 2012 Provo, UT (remote). Director 3D/Animation in a B2B creative agency. Created and directed 3D animation, Motion Graphics and Video Production for clients including Siemens, Symantec, F5, and Catchpoint. 2011 Silver Telly award for F5's **"Dynamic Data Center"**.
- **Electric Farm Entertainment:** 2007 - 2008 Santa Monica, CA. Senior Art Director/Production Designer: award-winning cross-media web series' **"Afterworld"** for Sony Pictures Television Int'l (SPTI) and **"Gemini Division"** starring Rosario Dawson for SPTI and NBC Digital.
- **alphaZED studios:** 2007 - 2012 Lake Elsinore, CA. Contract artist. Title design, animation & compositing for KAOS Studios (THQ) AAA Game: **"Homefront"** (2011) · 3D animation "New Orleans WW2 Museum: **Beyond all Boundaries"** (2010) · title production design and 3D animation: **"Star Trek"** (for Final Image - Paramount 2009) · 3D models, visual effects, animation and UI/UX assets for Tarver Games **"Ghosts Attack"** iOS game (2009) · Title design for independent films **"Spirit of the Marathon"** (2007), and **"The Legend of Secret Pass"** (2007).
- **Electronic Arts Los Angeles (EALA):** 2004 – 2007 Playa Vista, CA. Senior Art Director for **"Medal of Honor: European Assault"** PS2 2005. Directed art teams of 60+ artists in LA and Montreal including outsourcing game assets and cinematics. Art Director for **"Command and Conquer: Tiberium"** (cancelled): next gen PC game using Unreal 3. Pre-production Art Director for **"Command & Conquer 3: Tiberium Wars"** PC, XBOX 2007. Contributing tech artist **"Command and Conquer: Generals"** PC 2003.
- **Discreet div. of Autodesk:** 2002 – 2003 Santa Monica, CA. Animation and Visual Effects Product Specialist in the US Southwest Region. Created 3DS MAX 5 product presentations for SIGGRAPH and GDC. Introduced 3DS MAX 5 into production pipelines at Walt Disney Animation Studios, Disney Interactive, Black Ops, Naughty Dog, Gray Matter, 2K, Activision, EA, Infinity Ward, and Shiny Entertainment.
- **Creative Capers Entertainment:** 1994 - 2001, 2004 Glendale, CA. Supervising Art Director for Disney Interactive projects. Production Designer/VFX Supervisor Direct-to-Video Feature Films for LEGO/Miramax: **"Bionicle: Mask of Light"** 2003 and **"Bionicle: Legends of Metru Nui"** 2004. Winner DVD Academy award for Best Visual Effects.
- **Early Career Industrial Design:** 1979 – 1994. Co-founder / Principal Industrial Designer **Altitude, Inc. (Accenture)**; Executive VP, Principal Industrial Designer **HLB Boston**; Principal Industrial Designer **Data General Corp.**; Senior Industrial Designer **Wang Labs**; Junior Industrial Designer **Digital Equipment Corp.**; Associate Creative Designer **General Motors Design Staff**.

## RESEARCH

- **AI for Digital Media Education and Curriculum Development** – Exploring the use of AI technologies for course content including: NotebookLM, ChatGPT, Midjourney, Hedra.
  - **Advanced Design Visualization Techniques using UNREAL** - exploring the process of creating real-time interactive client presentation experiences for AEC, Forensic discovery, and product design using Unreal.
  - **Assessment Protocols for Game Art and Design Programs** – considering the question of how to assess multi-year student progress as an artifact of curriculum design, faculty development and student remediation.
  - **Education Gamification: Visualizing the Future** - exploring the use of game mechanics and compulsion loops to motivate and guide the learner through "playing" the class. Includes multi-platform curated content mechanics for discussion posts and projects; user experience design using a "living" interface (changes dynamically through interaction), and advanced real-time grading Artificial Intelligence (AI).
  - **The Power of Interactive Technologies for Healing** – When I was working on the Bionicle videos, the creator of the Bionicle universe confided in me the motivation for his development of the project. A fascinating story and one of many anecdotal narratives supporting how games can activate the mind and imagination for healing and palliative care.
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## PUBLICATIONS/ WORKSHOPS/ PRESENTATIONS

- "What are the Ethics of Not Using AI" Creative Ai podcast April 2025.
- "On Becoming a Teacher" LinkedIn Post April 2023.
- **Careers in Multimedia** Mt. San Jacinto Community College, October 2013. Panel participant discussing careers in interactive multimedia with students.
- **Industrial Design for Concept Artists** Ai San Diego, 2011 Principles and elements of Industrial Design for concept development.
- Loose, Duane. "So, You Want to Be a Digital Artist." YouTube. Presentation at Ferris State University, 30 Jan.2008
- Loose, Duane. **"Story Telling and Cultural Memory"** MFA/Animation Thesis, December 2008
- Loose, Duane. **Grampa's War.** CreateSpace Independent Publishing Platform, 2008. Print
- Loose, Duane. **3D Studio Max 4 Workshop.** Indianapolis, IN: Que, 2001. Print
- Loose, Duane. **3D Studio MAX 3.0 Workshop.** Indianapolis, IN: Hayden, 2000. Print
- Loose, Duane. "The Death of Imagination" "A Fool with a Computer." "So, You Want to be a Digital Artist" InformIT. Web. 2001
- **World Animation Festival** Los Angeles, 2001 / Panel co-moderator
- **The Frankenstein Principles: Developing Effective Characters for Games**, Game Developers Conference / San Jose, CA 1999