

Lynwood Montgomery

Sr Art Director

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An experienced creative leader that seamlessly connects strategy with design to solve the most difficult challenges in innovative ways. I thrive on change, adapting to emerging technologies and tools to help craft personalized, relevant storytelling and experiences.

Work Experience

Consulting Creative Director

Jan 2025 - Present

Leviathan Games | Seattle

- Advise on creative strategy and marketing campaigns.
- Deliver growth marketing strategies, brand strategies, product designs, brand campaigns, and product marketing, for current and future products.
- Collaborate on promotional marketing videos and collateral for social media. Explore AI solutions for improved productivity and modernized workflows.
- Engage with current and potential partners to promote new business opportunities. Utilize data and analytics to gauge user acquisition and engagement.

Senior Art Director

Jul 2022 - Jan 2025

Formosa Interactive | Seattle

- Art directed and brainstormed high-impact promotional content and event graphics for Minecraft's global marketing.
- Fostered accountability and trust of a large team through strong collaboration skills and constructive feedback.
- Developed brand guidelines to promote consistent brand design across multiple simultaneous projects.
- Supervised a remote team of designers and provided effective mentorship through strong interpersonal communication skills.
- Incorporated Gen AI into art workflow, reducing production time and increasing output by 25%.

- Led the commissioning process for custom illustrations from a pool of seasoned Artists ranging from character design to environment concepts and key art.

Creative Director

Aug 2018 - Jul 2022

Allytics | Redmond

- Created a remote filming system and procedure during the pandemic to allow video projects to continue.
- Leveraging strong leadership skills, effectively managing and motivating the creative department.
- Crafted comprehensive brand identity, print and digital assets, and campaign development for B2B and B2C tech companies.
- Directed and filmed high-impact videos and promotional content for integrated campaigns from storyboarding to lighting, filming, and final edits.
- Produced creative briefs to manage production process from concept to completion.
- Ideated with creative team to develop intuitive creative solutions.
- Demonstrated growth mindset by researching emerging technologies, including game engines and Gen AI, to develop effective strategies for integrating into existing workflows and maintaining high quality standards.
- Fostered highly communicative, collaborative team culture through listening skills and empathy. Spearheaded 150 video projects annually, elevating campaign effectiveness by more than 30%.

Marketing Art Director

Apr 2016 - Jun 2018

Big Fish | Seattle

- Recognized by Google for pioneering HTML-5 digital playable ads, significantly boosting user acquisition metrics.
- Oversaw user-acquisition marketing campaigns and supervised a team of Designers, driving growth for multiple products.
- Regularly commissioned custom illustrations and motion design from a pool of freelance Artists, provided direction for innovative creative development of product or feature launches.
- Aligned marketing initiatives with Media Strategists to optimize performance of our paid media.
- Facilitated an international creative summit meeting in Tel Aviv between three sister studios.
- Managed team of Designers, leveraging Adobe Creative Suite to deliver 20 multimedia campaigns monthly, achieving a 15% increase in user engagement.

Senior Visual Designer

Mar 2014 - Apr 2016

Wizards of the Coast | Renton

- Key contributor to a prototyping initiative for a new digital product development division which eventually became Magic Arena.
- Produced visually meticulous 3D environments for Magic Arena using 3D tools and the Unity engine. Created visionary UI and UX designs that aligned with the Magic : The Gathering brand.
- Overhauled the Wizards Play Network website, leveraging Adobe Creative Suite to enhance visual appeal and user interface, resulting in a 25% rise in user retention and engagement rates.
- Orchestrated the comprehensive visual overhaul for Magic Online utilizing Adobe After Effects and Photoshop to elevate user experience, which led to a 30% increase in user engagement and a substantial rise in monthly active users.
- Developed concepts that aligned with current industry trends, resulting in increased customer engagement.

Art Director

Odd Dog Studios | Seattle

Jan 2013 - Apr 2014

- Launched a successful freelance business that partnered with clients across a variety of industries.
- Designed the UI/UX for an augmented reality hardware and software. Created UI, button treatments, user-interaction feedback, and animations using 2D and 3D tools. Also created mockups to assist the developers by creating a visual target.
- Art Director on an independent iOS game for Fixer Studios. Illustrated concept art and produced final digital assets for characters and UI designs. Mentored junior artists and directed art staff of four artists.
- Designed the logo and corporate identity and all promotional graphics and digital media for Emerald, a new private airline operated out of Boeing Field.
- Redesigned the corporate identity for SEED (SouthEast Effective Development), a Seattle area not-for-profit community development corporation. This included their logo, letterhead, and business cards. Also conceptualized the rebranding of SEED Arts, their sister program for public art.

Studio Art Director

Gamehouse | Seattle

Jan 2010 – Dec 2013

- Oversaw the creative department and guided studio initiatives as a senior leader.
- Successfully hired and directed the entire art staff of 10+ designers across multiple projects.
- Guided the studio as a member of the senior leadership team.
- Provided feedback and guidance through concept art, paint-overs, and color studies.
- Identified external partners and established outsourcing pipeline.
- Created in-game assets, concept illustrations and motion graphics.
- Worked with Producers to allocate resources for maximum productivity.
- Promoted a culture of creativity through mentoring, art related workshops, team-building events and individual skill-building assignments.

Studio Art Director

Pipeworks Software | Eugene, OR

Jan 2008 – Apr 2010

- Directed entire art department across multiple simultaneous projects working on AA and AAA games.
- Worked closely with the art leads to ensure that defined art goals were manageable within the context of the overall project schedule and budget.
- Mentored Lead and Senior Artists.
- Identified and assessed external outsourcing studios, provided quality and style feedback and created a tracking pipeline for asset management.
- Defined the style of the games through concept art, paint-overs and color studies.
- Created in-game assets and motion graphics.
- Identified job requisitions and staffed the art department.

Core Skills

3d art, 2d art, digital art, Graphic Design, Adobe Creative Suite, Animation, Motion Design, adobe illustrator, time management, figma, adobe creative cloud, Interactive Design, Advertising, ui design, indesign, ui/ux, Attention to Detail, print production, photography

Education

California State University, Chico

Bachelor of Arts Graphic Design