

# ADAM GRAVOIS

UNICORN CREATIVE TECHNOLOGIST

## PROFILE

Innovative Creative Technologist and Artist with specialized expertise in AR/VR and 3D production across diverse media.

Architect of production pipeline automation and tools for efficient digital asset creation.

Storyteller adept at clarifying complex concepts, taking minimal briefs to prototype and polished production.

Demonstrated ability to align with client strategic goals, foster cross-team collaboration, and manage resources to deliver successful projects.

## EXPERIENCE

### CREATIVE DIRECTOR/STUDIO MANAGER

#### MIRAR

June 2012 - Present

Managed all aspects of boutique studio, including business development, hiring, team management, and client management.

Led art and software teams in development of innovative augmented reality and virtual reality solutions for consumer fashion, corporate, medical, and industrial clients.

Prototyped and co-developed best-in-class virtual try-on system for eyewear, resulting in two patents and multiple awards.

Designed pipeline and supervised production of over 15,000 photorealistic digital assets.

Created software enabling clients to bring digital asset production in-house.

Developed innovative AR virtual-pet product, "Teen Tiny Kitten In A Box".

Developed web 3D product experiences for technical product clients.

Designed and developed large-scale VR experience for industrial plant, featuring novel interactions, multiple scales, and rich multi-sensory technical storytelling.

### VISUAL EFFECTS CONSULTANT

#### FREELANCE

August 2007 - May 2012

Created visual effects, compositing, art direction, and previsualization for feature films, tv commercials, ride films, and industrials. Film projects include Terrence Malick's "Tree Of Life", winner, Palme d'Or, and "Voyage Of Time".

### ART DIRECTOR/PRODUCER

#### ANIMATION FARM

March 2004 - August 2007

Art directed, managed projects, and worked directly with clients creating broadcast, game cinema, and game assets.

Created layout, materials, lighting, rendering and compositing.

### ART DIRECTOR/PRODUCER

#### NEW PENCIL

June 2002 - August 2003

Directed and managed artists creating game assets for top-selling game title, "The Sims". Handled all production-related client issues. Modeled and textured 3D game assets.

### CREATIVE DIRECTOR

#### XAOS, INC.

August 2000 - November 2000

Directed all jobs in production, gave daily feedback to animators and issued final approval on all shots. Assembled bids and pitched projects to clients.

### LEAD ANIMATOR

#### XAOS, INC.

December 1997 - July 2000

Created 3D animation, modeling, lighting, and compositing for film and tv visual effects.

## CONTACT

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## PORTFOLIO SITES

AdamGravois.com

Linkedin.com/in/AdamGravois

Mirar.com

## AWARDS

For Glasses.com 3DFit:  
Communication Arts Award  
Cannes Lion, Interactive

## PATENTS

**US 9,311,746:** Systems and methods for generating a 3-D model of a virtual try-on product

**US 9,378,584:** Systems and methods for rendering virtual try-on products

These patents made possible photorealistic rendering of eyewear on user's face, even on low-spec hardware such as iPad 2.

## EXPERTISE

Creative Direction

Team Leadership

Project Management

Virtual Reality Development

Augmented Reality Development

Pipeline Tools Development

3D Production, all aspects,

with focus on lighting & materials

Autodesk Maya

Unreal Editor

Photoshop, Illustrator

After Effects

Three.js

Python

## EDUCATION

BROWN UNIVERSITY

Bachelor of Arts,  
Semiotics