ALEXANDER REYNA

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Summary

Experienced educator and practitioner with over a decade teaching on the undergraduate and graduate level. Mentored and developed dozens of BFA and MFA theses, several independent studies, and more. Over 25 year of broadcast, gaming and interactive media. Multiple shipped AAA games, mobile products and VR titles for Oculus, Vive, and Daydream. Solo and group exhibitions at galleries and Universities around the world.

Skills

Designing	Art Direction | Branding | Graphic Design | Motion + Interaction Design | UX | UI | VRUX
Directing	Building Consensus | Creating | Innovating | Leading | Problem Solving | Strategizing
Platforms	Android | Daydream | Gear | iOS | Oculus | PS4 | Switch | Vive | Web | Xbox One
Technical	Adobe Creative Suite | inVision | Maya | Sketch | Substance Designer + Painter | Unity | Unreal
Code	AFRAME | HTML | CSS | C#

Education

Pratt Institute, New York   2000
MFA Painting

University of New Hampshire, Durham New Hampshire
BFA Painting   1996
Minor Architecture, Art History, Philosophy

Teaching

Adjunct Instructor   2000 –2013
Computer Arts Department (BFA, MFA)
School of Visual Arts, New York, New York
Taught a variety of courses from pre-college to MFA to help students become artists, designers, game makers and creative problem solvers. Our courses at SVA allow students to develop a unique visual style and the technical means to implement high fidelity creative work. My students have achieved massively successful careers at some of the best shops in the world.

Coursework Including
- Game Design
- Game Art Production
- 2d Dynamic Media / Motion Design
- 3d Production/ Animation
- Digital Fine Arts Studio
- Thesis Production

Assistant Professor   2004 – 2006
Computer Arts and Technology (BFA)
Mercy College, White Plains, New York
Developed technical and theoretical approaches to produce high quality animation and digital effects for games and broadcast. Topics include modeling and shading for 3d, game production, digital lighting, and cinematic

development.

Coursework Including
- Game Art Production
- Digital Animation
- Digital Production Studio

Instructor
Center for Advanced Digital Application (MA)
New York University, New York, New York

2002 – 2004

Class topics include production theory, pipeline and workflow, compositing and rendering theory.

Coursework Including
- Introduction to Modeling
- Intensive Computer Animation & Visual Effects.

Guest Lectures

Guest Lecturer, Mercy College, Computer Art, New York, NY Guest Lecturer, NYU Tandon, IDM, New York, NY Guest Lecturer, School of Visual Arts, Computer Art, New York, NY	2019
Guest Lecturer, NYC Media Lab, New York, NY	2016
Guest Lecturer, Millersville University, Millersville, PA	2014
Guest Lecturer, Millersville University, Millersville, PA Guest Lecturer, Pratt Institute, New York NY	2009
Guest Lecturer, Bloomfield College, Art and Technology, New York NY Guest Lecturer, Mercy College, Computer Art, New York NY Guest Lecturer, Touro College, New York NY	2008
Guest Lecturer, Parsons School of Design, New York NY Guest Lecturer, Pratt Institute, New York NY	2007
Guest Lecturer, Pratt Institute, New York NY	2006

Professional Experience

Major League Baseball, Games and VR
Director of Experience Design – August 2016 to current
Creative Director – May 2013 to August 2016

2013 -Current

Responsibilities
- Define, recruit and lead internal and external group focusing on Product Design, UX/UI, Art Direction, Motion Design and more.
- Conceive and direct tentpole marketing including commercials and photo shoots with MLB athletes. Onset experience directing visuals and vfx.
- Research and develop emerging technology and novel user experiences.

Highlights

- Prototyped and built business case for the MLB VR department. Built the team from 3 to 30+ with a focus on gaming and other emerging experiences.
- Conceived and directed At Bat VR - MLB's signature product for Google Daydream VR.
- Launched 3d data visualization for MLB Network "Enhanced Game of the Day".

Creative Director, Powerhead Games
2012 – 2013

Strategy and product development for iOS and web.

Creative Director, 4mm Games
2008 – 2011

Led internal team to develop all game, marketing and web products. Owned the visual identity and game design for original IP. Developed a culture focused around design iteration and collaboration.

Chief Creative Officer, www.thecomplexx.com
2007 – 2008

A casual MMO product. Defined launch platform, managed internal and external creative teams, and owned creative output.

Creative Director and Partner, Pixelplume
2005 – 2008

Specializing in motion graphics and animation, our clients varied from fortune 500 to high profile architectural firms including Armani, Atmosphere Pictures, Chanel, FuseTv, Getty Images, Nike, Lacoste, Microsoft, Radical Media and more.

Art Director, Street Trace NYC–XBOX, Gaia Industries, New York
2007

Art Direction for an Xbox Arcade launch title.

Art Director, Stuart Little II – PC, Hyperspace Cowgirls, New York
2003

Art Director on all cinematic shots including animation and team management. Lead Art for environments.

Technical Director, Nickelodeon, New York
2001 - 2002

Various work for the Nickelodeon Digital Labs. We produced a wide variety of projects including the intro sequence for Invader Zim, a Jimmy Neutron motion ride at Universal Studios, and several animated show IDs. My work was split between concept development, technical direction, lighting, render and final composite.

Concept Artist, CBS Sportsline, Nickelodeon, New York
2001

Produced conceptual design, color studies and shaders for three unique :30 spots airing during the Super Bowl. In addition, built pre-production 3d models to aid in texture and lighting setup.

Concept Artist, Midnight Club, Rockstar Games, New York

Created 2d and 3d renderings for Rockstar Games PlayStation 2 titles including Midnight Club and Smuggler's Run.

Art Director, Gameloft, New York
2000

Managed all creative aspects of www.gameloft.com . Worked to integrate various departments (design, programming, development) to complete and

launch new sites. In addition, conceived, designed and implement on-air interstitials and network ID for a gaming television show.

3d Artist, Batman Vengeance-PS2, Ubisoft, New York   1999
Worked with the Art Director to produce environmental concepts, 3d models and 2d textures. Concepts, initial models and integrated 3d elements were used to create multiuse 'kits' inside UBI's proprietary engine.

Awards and Honors

Fast Company Innovation by Design Honorable Mention   2018
AtBat VR

Outstanding Digital Innovation Sports Emmy Nomination   2016
Chasing History: Making Reality Real Time
360 VR Videos series developed for World Series 2016

Clio Sports Silver – Digital/Mobile Game   2016
MLB Line Drive

Clio Sports Bronze– Digital/Mobile Game
MLB Home Run Derby 2016

Appy Awards - Mobile Game of the Year Action/Arcade/Sports   2015
MLB Home Run Derby 2015

Solo Exhibitions

LoveHateNow   2010
A Window Installation at Mixed Greens Gallery
New York, NY

Some Assembly Required   2009
Pablo's Birthday Gallery
New York, NY

False Flag
Brot Und Spiele Galerie
Berlin, Germany

                    2007
The Dark Hour
Pablo's Birthday Gallery
New York, NY

Alexander Reyna   2006
Miller Weitzel Gallery
Cleveland, OH

ICONS (Project Room)   2004
Pablo's Birthday Gallery
New York, NY

Selected Group Exhibitions

"The Medium and the Message"   2011
curated by Jimi Billingsley
Kleiner/James Center for the Arts, Woodstock, NY

"autosemblematic"
curated by Jennifer Junkermeier
Local Project, Long Island City, NY

2010

"**Digital Art LA"**
curated by Rex Bruce
Los Angeles Center for Digital Art, LA

"Painting with Pictures"
curated by David Gibson and Savannah Spirit
Casita Maria Center, Bronx, NY

"Assets, Elements and Objects of Desire-Now in 3D"
curated by John McIntosh
School of Visual Arts Westside Gallery, New York, NY

2009

"Contemporary Flanerie: Reconfiguring Cities"
curated by Vagner Whitehead
Oakland University, Rochester, MI

"BAC! 08 REVEIL-TOI"
La Santa Gallery
Barcelona Art Center, Barcelona, Spain

2008

"Coloring Book"
curated by Louky Keijsers
LMAKprojects, Brooklyn, NY

"Continuous Current"
curated by Diane Field
MFA Computer Art Department, School of Visual Arts, NY

"Darklight Animation 1"
Darklight Film Festival
Dublin, Ireland

"Digital Graffiti at Alys Beach"
curated by Alan Hunter
Alys Beach, FL

"Digitalia: Intimacy in the Hyperreal"
curated by Evan J. Garza
Deborah Colton Gallery, Houston, TX

"Indian Summer"
curated by Jimi Billingsley
Pablo's Birthday Gallery, New York, NY

"Near Sighted, Far Out: Video Art Festival #003
curated by Nicole Caruth
Harvestworks Digital Media Center, New York, NY

"On the Move"-Video Screening, curated by Jennifer Wilkey
The Everson Museum of Art
Syracuse, NY

"OpenCall"

Emerging Video Art
Cheekwood Museum of Art, Nashville, TN

"Over the Rainbow"
curated by Sisun Song
NEXT I(s) Art Project, Seoul Korea

"Red Hook Internation Film and Video Festival"
curated by Daniel Durning
Red Hook, Brooklyn, New York

"Particulate"
curated by Chris Coleman
Lumpwest, Eugene, Oregon

"Particulate"
curated by Chris Coleman
Vox Populi, Philadelphia, Pennsylvania

"Perpetual Art Machine 2006-2007: YEAR ONE"
Coachella Music and Arts Festival
Palms Springs, California

"Video Art in the Age of the Internet"
Co-curated by Nina Colosi and PAM
Chelsea Art Museum, New York, NY

"Viewer's Choice Award"
Featured Artists-Cinema Scope
curated by Perpetual Art Machine Scope New York, New York, NY

Adding Insult to Injury"
Kipp Gallery
Indiana University of Pennsylvania Indiana, PA

"Adding Insult to Injury"
Central Missouri State University
Warrensburg, MO

Creative Thrift Shop
Nova Art Fair
City Suites Hotel, Chicago, Il

"Fabula"
Mushroom Arts
New York, NY

"Monkeytown Semiennial"
Monkey Town
Williamsburg, Brooklyn

Pablo's Birthday-Featured Artist
DIVA ART NEW YORK
Embassy Suites, New York, NY

"The Pursuit of Happiness"
curated by Christopher Howard
Sarah Bowen Gallery

Williamsburg, Brooklyn

"The Social Body"
curated by David Gibson
Rocket Projects Miami, Fl

The 1st Annual FEVA Pantheon Gala   2005
New York, NY

"Beautiful Dreamer"
curated by David Gibson
Spaces, Cleveland, Ohio

"Cinema Scope"
curated by Lee Wells
SCOPE ART 2005, Southampton, NY

"Culture Vulture"
curated by David Gibson
Jack the Pelican, Williamsburg, NY

"Multiple Partners"
curated by Carla Gannis
Pablos Birthday, New York, NY

Pablo's Birthday
Scope Art 2005
Flatotel, New York, NY

Pablo's Birthday
Scope Art 2005
TownHouse, Miami, Fl

Photo New York
Creative Thrift Shop
New York NY

"Style Sessions"
curated by William Quigley
Milk Gallery, New York, NY

"Xsemination"
curated by John Derrick
University of Tasmania, Launceston, Tasmania