Brock Stearn

Computer Graphics Artist | Creative Technologist & Solutions Designer | Visualization, Film, Games, DTC, B2B, Product

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PROFILE:

Brock is a dynamic content creator, team builder, and product leader rooted in computer graphics artistry. Renowned for strategic thinking, he excels in identifying and solving complex problems across diverse industries. Brock leverages emerging technologies and visualization to redefine product experiences, integrating Computer Graphics, Augmented Reality, Virtual Reality, and more to push the boundaries of creative solutions. Known for taking projects from ideation to execution, he thrives in the 0-1 phase, bringing innovative concepts to life with a keen eye for detail and a commitment to excellence.

STRENGTHS:

- **Creative Technology & XR**: Expert in leveraging creative technologies, including XR (AR, VR, MR), to craft immersive and transformative experiences.
- **Strategic Vision & Innovation**: Seasoned strategist with a focus on developing and executing innovative strategies for substantial growth.
- **Visual Effects:** Integrates emerging technologies for groundbreaking visual effects.
- **Product Leadership & Strategic Execution**: Advocates for collaborative product incubation, engaging in strategic questioning from ideation to execution, to develop comprehensive roadmaps.
- **Effective Communication & Leadership**: Proficient communicator, providing leadership to foster collaboration and consistency within teams.
- **Agile Prototyping & Workflow Adaptability**: Drives innovation through agile prototyping, adapting seamlessly to workflows.

EXPERIENCE:

Senior ExoSphere Content Creator, **Sphere Entertainment Company (2023 - Present)**

The Sphere in Las Vegas represents the next generation of entertainment, transforming the live experience through state-of-the-art technologies and captivating audiences in both real and imagined realms.

- Contributed to the integration of motion graphics with traditional visual effects in an innovative and unexplored medium.
- Utilized decades of expertise to rapidly expand the pipeline, enhancing overall optimization and productivity.

Post Visualization Department Lead, **LightStorm Entertainment (2019 - 2023)**

Founded in 1990 by filmmaker James Cameron, Lightstorm Entertainment has produced hit films like *Terminator 2: Judgment Day*, *True Lies*, *Titanic*, *Alita: Battle Angel*, and the *Avatar* series.

- Achieved a 300% faster turnaround and over 1000% increased team output through the development of a multi-functional pipeline and workflows.
- Led cross-functional team development, seamlessly integrating real-time proprietary game engine visuals with post-production techniques, surpassing the expectations of director Jim Cameron.
- Developed a comprehensive product roadmap, seamlessly integrating Post Visualization into Virtual Production, Editorial, and Client-Side delivery, optimizing workflow efficiency and drastically reducing redundancies.

Immersive Design and Marketing Product Strategist (Consultant), **Hyperloop TT (2018 - 2019)**

Hyperloop TT is a research company creating global commercial transportation systems using the innovative Hyperloop concept.

- Increased engagement and investment by optimizing the global marketing team's immersive technology strategy by utilizing Unreal Engine and Virtual Reality.

Director of Immersive Technology | Creative Solutions Designer, **Edmunds (2016 - 2017)**

Edmunds is a US-based online platform offering consumer automotive inventory and information, featuring expert car reviews derived from testing at the company's private facility.

- Revolutionized the car shopping experience through strategic integration of emerging technologies for visualization, including CGI, Augmented Reality, Virtual Reality, and 360° video.
- Strategically partnered with Apple for the "Can It Fit?" AR parking tool, leveraging rapid prototyping in Unity Game Engine and SceneKit, driving a 700% surge in new user acquisition. Resulted in Google expressing strong interest in bringing the tool to the Android ecosystem.
- Generated $2 million in new sales within the initial two months of launching a web-friendly

Interactive 360° product, establishing it as a highly sought-after offering for Tier 1 Sales.
- Crafted impactful marketing strategies to effectively promote emerging technology projects to renowned advertising agencies and automotive OEMs, driving engagement and fostering brand growth.

Digital Futurist | Digital Product Leader, WET (2015 - 2016)
WET is a water design firm established in 1983 by ex-Disney Imagineers. WET has crafted 400+ water features worldwide, including the Dubai Fountain, the largest of its kind, and the Bellagio fountain show.
- Established a dynamic team to develop immersive visualizations of large-scale physical experiences, leveraging Unreal and Unity Game Engines in tandem with cutting-edge graphics software.
- Proactively harnessed emerging technologies to drive business opportunities and elevate visual quality, garnering increased interest from potential clients.
- Pioneered groundbreaking 360° filming techniques, such as swimming with cameras in the fountains at the Bellagio, resulting in over $15M in installation upgrades from MGM Resorts International.

Head of Computer Graphics (U.S.) | Creative Management, Absolute Post (2014)
Absolute Post, with offices in both London and New York, has produced award-winning content spanning diverse media formats, including commercials and television.
- Managed staffing, reviews, and leadership of team members across multiple campaigns.
- Oversaw all CG content and developed a global connected cloud-based pipeline and review initiative, significantly increasing both U.S. and U.K. output.
- Maximized New York City tax incentives to expand services into episodic television, elevating the studio's reputation in the region.

Creative and Technical Consultant, MoonBot Studios (2013)
Founded in 2009 by renowned children's book author William Joyce, Moonbot Studios is an Academy Award-winning storytelling collective.
- Empowered a young studio with a robust creative strategy, prioritizing IP growth and the adoption of industry standards to elevate content creation and drive expansion.
- Implemented best practices for turnarounds, streamlined production tracking, and improved internal approvals, aligning with industry-leading studios.

Compositing Lead/Senior Lighter, DreamWorks Animation (2009 - 2013)
Founded by Steven Spielberg, Jeffrey Katzenberg, and David Geffen, DreamWorks is a renowned American animation studio known for producing beloved animated films.
- Senior team member responsible for delivering content for seven animated films, consistently surpassing output expectations.
- Facilitated multi-site transition to new software, showcasing adaptability and seamless project management, resulting in a 30x increase in speed.
- Pioneered monthly meetings to foster a collaborative environment, ensuring consistent communication between artists and R&D, a transformational shift for the company.
- Standardized documentation across departments and studios, ensuring easy access to materials.

Lead Lighting Technical Director, Rhythm and Hues Studios (2003 - 2008)
Rhythm and Hues, founded in 1987 as a pioneering visual effects and animation company renowned for its innovative contributions to iconic films like *Superman Returns*, *Life of Pi* and *The Golden Compass*.
- Exhibited strong management and leadership skills as the head of multiple teams, taking charge of troubleshooting and creating hero content to maintain consistency across all teams.
- Combined creative and technical expertise to spearhead R&D and implement an advanced asset-level pipeline, greatly boosting productivity and enabling successful execution of large-scale projects.
- Created an inclusive training program, blending off-the-shelf and proprietary software expertise, using prior teaching experience and tailored documentation to accommodate diverse learning styles.

Senior Lighting and Compositing Artist, Blur Studio, Duncan Studio, Bad Robot, Sony Pictures Imageworks, ImageMovers Digital, Walt Disney Animation Studios (Various 2008 - 2019)

EDUCATION:
MFA in 3D Visual Communication Design - The Ohio State University, Columbus, Ohio
BFA in Computer Animation - Ringling College of Art and Design, Sarasota, Florida