

John Scullin

3D Generalist, Designer, Photographer

Dedicated and versatile 3D Senior Artist & 2D Designer with extensive experience in both 3D visualization and 2D graphic design. Passionate about building immersive visual experiences, driving creative innovation and having a laugh when things break in the process.

EXPERIENCE

Wayfair, Boston, MA

2016 - 2024 | 3D Senior Artist

- Assisted the establishment of the 3D creative department, contributing to building workflows, lighting setups, and camera configurations to achieve seamless integration with photo studio imagery resulting in a promotion in my 2nd year.
- Successfully self-trained in 3DsMax, Vray, and other ArchViz workflows, enhancing personal skill set and adaptability within evolving technology landscapes.
- Authored comprehensive guides and documentation to facilitate the onboarding process for new hires, focusing on real-world photography, lighting principles, and V-Ray materials, resulting in faster onboarding.
- Collaborated with tech and engineering teams to identify and address production roadblocks, implementing improvements to the imagery pipeline, resulting in a measured increase in efficiency and alignment with industry standards.
- Mentored and managed a team of up to 9 artists, fostering a collaborative environment and facilitating skill development, leading to a notable increase in team productivity with several promotions in their tenure.
- Conducted research and development of template scenes optimized for automation of product classes, emphasizing realism and minimizing the need for post-production work, resulting in a considerable reduction in imagery cost.
- Worked with outside modeling teams and reviewed assets, giving clear direction for reduction in revisions and producing faster turnaround times.
- Leveraged AI tools to create 2D assets for compositing into finished 3D renders for quickly improving realism, along with assisting in creation of shaders and other material assets.
- Produced hero assets and high-quality shaders for product imagery used across online platforms and print media resulting in promotion.

Groveland, MA

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[Skolenimation.com](https://www.skolenimation.com)

[LinkedIn](#)

SKILLS

- 3D Studio Max
- V-Ray
- ZBrush
- Substance Designer
- Substance Painter
- Adobe CC
- Lightroom
- Midjourney

Strong understanding of cinematography, lighting, and rendering techniques.

Prolific communication and problem-solving skills, with a proven ability to collaborate cross-functionally.

EXPERIENCE

[Wayfair](#), Boston, MA

2014-2016 | *Graphic Designer*

- Designed promotional assets for mobile and web platforms, as well as UI/UX for internal pages, contributing to a cohesive and visually appealing brand identity.
- Conducted extensive research on design trends tailored to key demographics, ensuring alignment with target audience preferences and increasing brand relevance.
- Managed photo retouching tasks from the photo studio, enhancing image quality and consistency across marketing materials.

[InGollow](#), Boston, MA

2013 - 2014 (*startup company*) | *Lead Graphic Designer*

- Designed UI/UX for iOS travel app, emphasizing local businesses and authentic travel experiences in lieu of tourist-centric destinations.
- Collaborated closely with the engineering team to translate design concepts into functional prototypes, facilitating alpha testing and gathering user feedback for iterative improvements.
- Created visually appealing pitch decks and marketing materials to attract funding from investors, resulting in securing seed funding.
- Led the design efforts for the website, social media assets, and overall branding, ensuring consistency and alignment with the company's vision and values.

[Equiso](#), Boston, MA

2012 - 2013 (*startup company*) | *Lead Graphic Designer*

- Spearheaded the brand identity and retail packaging design for a product launch at Wal*Mart along with other endcap and store displays.
- Designed and tested UI/UX for an Android device, including GUI elements and printed/on-screen guides, ensuring intuitive interaction and seamless user navigation.
- Led the creation of social media campaigns and artwork, regularly testing and sharing compatible or featured games and apps.

[NANCO](#), Chelsea, MA

2007 - 2009 | *Graphic Artist/Illustrator*

- Designed over 50 items for The Wizarding World of Harry Potter park at Universal Studios, contributing to the immersive experience for park visitors.
- Collaborated closely with art directors from multiple licensed IPs, ensuring adherence to style guides across diverse products to maintain brand consistency.
- Redesigned and modernized art styles for mascots, revitalizing merchandise appeal for newer generations of consumers.

EDUCATION

[CGMA](#), Online

2020

Training in Substance 3D for environment art

[The Art Institute of Philadelphia](#), Philadelphia, PA

1997-1999 - Associates Degree

Majored in computer animation and design