Sam Wey

PROFILE

With twelve years of experience in the entertainment industry, Sam Wey is a uniquely well-rounded creative director focused on crafting compelling interactive experiences. His passion for video games has fueled a career spanning art, game design, and story development. Born in Chicago, Illinois to Chinese-American immigrants, he earned a Bachelor of Arts degree at Columbia College in Chicago, where he studied film and computer animation. This laid a solid foundation upon which he began his career as a 3D artist at Nickelodeon Animation Studios on shows like the *Kung Fu Panda* television series. After discovering a passion for crafting experiences, he transitioned to game design for video games like *ABZÛ*, *Friday the 13th*, *Star Citizen*, and Capcom's *Lost Planet 3*. His interest in emerging immersive technologies has inspired his most recent accomplishments; including the AR app, *Follow Me Dragon* and the VR LBE *Jurassic World VR Expedition*. He made his directorial debut on the VR narrative, *Fresh Out* which made its world premiere at the Venice Film Festival. Sam Wey provides creative leadership by leveraging a deep understanding of game production to elegantly tie together aesthetic and technical disciplines in support of rich experiential design. He is currently Creative Director at Sandman Studios in Beijing, China. In his spare time, he explores Beijing's restaurant scene with his wife and practices Brazilian jiu-jitsu to stay fit and deadly. His portfolio of design and art can be viewed at: www.samwey.com.

EXPERIENCE

Creative Director   *2018*
Sandman Studios
-directed a VR narrative titled, *Fresh Out*, which was selected and made its world premiere at Venice Film Festival
-overhauled production and implemented scrum. Under a tight deadline, lead a team of 10 to success
-direction, story development, screenwriting, and interaction design for a shared, room scale, VR narrative, titled, *A Thief has his Reasons*

Senior Designer
The Virtual Reality Company   *2017*
-On an extremely short timeline, with a small strike team, completed an Unreal-Engine game utilizing Apple ARKit in time for iOS 11 release. This is an A.I. driven, spatially aware AR pet app called *Follow Me Dragon*. This was the #1 paid, entertainment app in the Apple App Store and a demo version was installed on devices in Apple Retail stores worldwide.
-Leveraged my broad skillset to create game design documentation, Blueprint Scripting, A.I. Scripting, animation logic, audio design, UI/UX, art asset production, and rapid iteration.
-Extensive research, planning, and high-level game design for the VR LBE *Jurassic World VR Expedition* which was deployed at more than 100 Dave & Buster's arcades across North America.
-Composed numerous level design documents with an emphasis on interactivity and narrative

Senior Level Designer

Illfonic   *2016-2017*

-Prototyped *Friday the 13th* VR with Unreal 4 and Oculus Rift from scratch. Utilized Blueprint scripting, Behavior Tree and Environment Query System for AI. Setup VR player controller, and look-based interaction. Composed high-level game design documentation.

-Blueprint scripted single player survival mode for *Moving Hazard.* System design documentation.

-Creature AI scripting for *Project Advena.* Setup Anim Blueprints, Behavior Trees, and EQS system.

Giant Squid Studio   *2015-2016*

-Collaborated with a small team, including Matt Nava, the art director of award-winning games *Journey* and *Flower* to create a visually rich and emotionally compelling underwater narrative experience.

-Level design and documentation, papermaps, layout, scripting, and iteration.

-Utilized Unreal Matinee to implement the introduction and climactic scenes of the narrative.

Senior Level Designer

Illfonic   *2014-2015*

-Designed the first public-facing, competitive, FPS multiplayer map for *Star Citizen*.

-Carried four competitive multiplayer levels to completion for *Sonic Boom: Rise of Lyric*.

-Level design and content design for *Friday the 13th: The Game*.

-System design documentation for game modes and gameplay functionality for *Star Citizen*.

Senior Environment Artist & Level Designer

Spark Unlimited   *2010-2013*

-Level design, BSP layout and iteration on single player and multiplayer levels on *Lost Planet 3*.

-Asset creation with Zbrush & Maya. Shader network creation. Supervised and reviewed outsourced assets. Mentored junior environment artists. (More on LinkedIn)

EDUCATION

Bachelor of Arts

Columbia College Chicago   *2003-2006*

Major/Concentration: Film & Video/Computer Animation

3.758 on a 4.0 scale

Graduated with Honors

CONTACT

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SKILLS

Unreal Engine (10 years experience)

Autodesk Maya (10 years experience, fast modeler)

Photoshop & Illustrator (15 years experience)

Strong written and spoken communication skills

SCRUM software development methodology

Builds strong interdepartmental relationships to maintain trust and open lines of communication

Independent study of game design principles and programming.