

MARK CVETKOVICH

Creative Director | Experience Designer | Visual Development

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SUMMARY

Creative Director and hands-on multidisciplinary visual designer with 20+ years of experience across games, VR, motion, visual effects, 3D, UI, and linear media. Combines visual development and storytelling expertise with the range to carry ideas from concept and prototyping through production and delivery. Shipped work includes console and mobile games, nationally deployed VR products, film projects, and media for global technology brands.

CREATIVE & TECHNICAL EXPERTISE

Creative & Art Direction • Visual Development • Concept Development • Concept Art & Worldbuilding • Character & Environment Design • Experience Design • Game & VR Art Development • Interactive & Spatial Design • UI & Interaction Design • Motion Design • 2D & 3D Animation • Visual Effects & Compositing • Storyboarding & Style Frames • Visual Systems & Branding • Typography • Technical Visualization

EXPERIENCE

Creative Director | Lead Designer

Virtual Therapeutics — Kirkland, WA | Dec. 2016 – Present

- Combined creative direction with hands-on visual development across a portfolio of VR wellness products, creating concept art, environment and character designs, UI, motion studies, and interaction designs from early exploration through shipped releases.
- During team downtime, initiated a VR side project inspired by a friend's cancer diagnosis, combining visualization, relaxation, distraction, and education for use during treatment and at home; he tested the prototype and provided feedback.
- Initiated the company's shift from outsourced to in-house product development and built the internal creative studio from the ground up, establishing the workflows, interaction principles, and visual systems used to prototype and ship Unity-based VR products.
- Worked directly with artists, designers, and engineers to solve platform-specific design problems involving spatial guidance, interaction feedback, accessibility, performance, and comfort for first-time VR users.
- Led delivery of a six-week VR mindfulness program deployed nationwide through clinical networks, with independently validated reductions in stress, depression, and anxiety.

Senior Motion Designer | Effects Director

RUN Studios — Seattle, WA | Dec. 2014 – Nov. 2016; ongoing freelance collaboration

- Created motion graphics, animation, visual effects, and branded media for Microsoft products and services including Azure, Microsoft Cloud, Power BI, and Xbox, along with work for Amazon, Meta, and other global brands.
- Worked hands-on across compositing, keying, roto/cleanup, particle effects, title design, typography, and 2D/3D elements, integrating live action and graphics into polished sequences.
- Developed projects from concept through delivery, creating storyboards, style frames, animation systems, effects treatments, and modular assets for product launches, conferences, digital channels, signage, and interactive events.

Art Director | Lead Artist

RAM TechInsight — Seattle, WA | Jul. 2012 – Nov. 2014

- Led art direction and hands-on production for technology content and product launches supporting Intel, Lenovo, Supermicro, and other clients across motion design, animation, infographics, and 3D visualization.
- Translated complex hardware and technical processes into clear visual narratives, often visualizing internal components and behaviors that could not be filmed or easily explained through conventional footage.
- Moved between storyboarding, animatics, motion design, 3D animation, lighting and rendering, visual effects, and compositing as projects required, carrying work from early visual development through final delivery.

Lead Artist

Screenlife, LLC | WXP Games | Amaze Entertainment — Seattle, WA | Sep. 1999 – Mar. 2012

- Led art teams while remaining hands-on in visual development, 3D art, UI, and content production across commercially released console, mobile, and interactive titles, working closely with game design and engineering from concept through ship.
- At Screenlife, led the visual transition of *Scene It?* from DVD to mobile, defining the UI, templates, interaction feel, and art-production approach for six shipped apps.
- Shipped two Xbox Platinum Hits and worked across licensed properties including *The Lord of the Rings*, *Twilight*, *Glee*, *Williams Formula One*, and *Hot Wheels*, adapting the visual approach and production to different audiences, platforms, and licensor requirements.

Owner | Designer

Arbeit Communications — Bellingham, WA | Aug. 1994 – Sep. 1999

- Ran an independent graphic design business, managing clients, scope, and schedules while creating branding, print, promotional, and visual communication projects from concept through delivery.

ADDITIONAL EXPERIENCE

Film Projects – VFX and title design — *The Cuckoo Clock* (2025), *Braving Rapids* (2025), *His Monster* (2024), *Good Kisser* (2019), *Chronoception* (2017)

3D courtroom visualizations for legal proceedings — KMS Forensics, 2006 – Present

Educational science video series — Culinary Institute of America, 2014; composited live-action footage into 3D-rendered sets and created animations and technical visualizations explaining the science underlying cooking.

Technical training animation — VCA Animal Hospitals; demonstrated positioning and technique for the PennHIP radiographic method.

TOOLS AND TECHNOLOGIES

After Effects • Photoshop • Illustrator • InDesign • 3ds Max • Maya • Figma • Generative AI tools

EDUCATION

VWO Fine Arts - Sint-Maartens College • Haren, The Netherlands