

Hugo Jackson

Creative Director Deck
Lookdev & Lighting Artist

Who am I?

Creative director, CG lead and generalist with focus on lookdev and lighting, I have been working in the industry for 15 years at companies such as The Mill, Method, Buck, Unlisted, Jumbla and Epic Games.

I graduated back in 2011 from the renowned french school of ESMA Montpellier, where I worked on my graduation film called Electroshock, which ended up reaching over 20 million views on Youtube over the years.

Based in Manly, Sydney Australia for the past 7 years, I've been working for companies and teams spread out all over the world, and I am available to work right now and join a team of like minded creatives who would welcome me in their team!



Projects I've worked on: FIFA WWC 2023 - Mascot Trailer

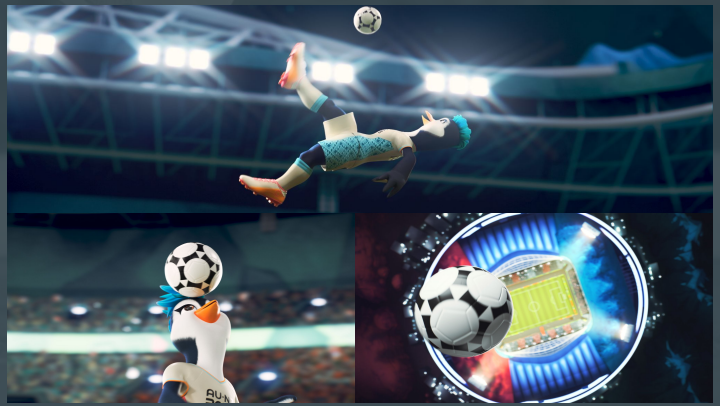
Fifa WWC23 - Mascot Trailer

I directed and led the 3d part of the film, as well as the lookdev of the character and the stadium, all the lighting, most of the compositing and the grading. I was also involved in the character design from the start.

This was a fantastic project, working alongside **Jeremy Mansford**, who directed the 2d part of the film. We were able to get involved right from the very beginning of the project, with inputs on the character design, and I decided to film a live action version of the 3d sequence with a pro football player, doing all the football tricks our character ends up doing in the film. This was a great opportunity for me to really direct the shots and camera angles I wanted, as well as having amazing references for the animators. Lots of fun!









Projects I've worked on: Sonic 2 - Echidna Backstory

Sonic 2 - Echidna Backstory

Another project where I got to work alongside **Jeremy Mansford**.

I was in charge of the creative direction for this amazing section, as well as sorting out the technical challenges to rendering this style of animation. I led the team of illustrators and 3d artists to achieve the look and final illustrations, that we then projected and animated in 3d.

I spent a lot of time guiding the illustrators to achieve the best possible and useable illustrations, as this was the key to the look we were going for. I'm really proud of this project, as a Sonic fan but also considering how good it looks and how well it fits the film.



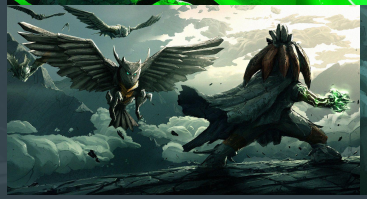


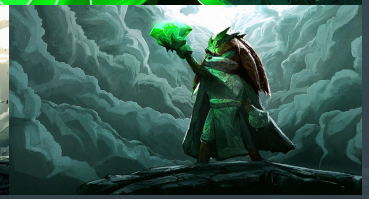












Projects I've worked on: Officeworks Christmas

Officeworks - Santa's Christmas

I directed this lovely Christmas ad for Officeworks with co-director **Julian Frost**, led the 3d team as well as taking charge of the lighting and compositing. I also modelled most of the store's environment and did all the lookdev for the film.

I had a big hand in the design and the artistic direction of the project, pushing for a motion graphics C4D inspired style for the environments, and a very bubbly animation performance for the characters.

This was a great project with great clients who allowed us a lot of creative freedom, and we took full advantage of it!













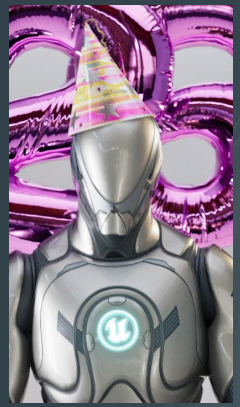


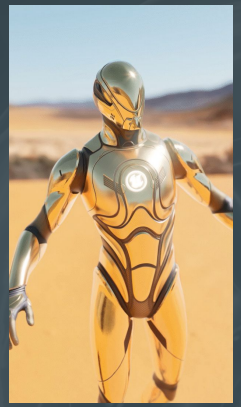


Unreal Engine work

Over the past two years, I've been working a lot in Unreal Engine, taking full advantage of this amazing software and real time engine.
This has opened so many opportunities, in terms of faster workflows and instant feedback, which really allowed the creativity to come first.
I've had the opportunity to work on many marketing projects for Epic Games, using the engine they built to showcase itself, which has allowed me a lot of creative freedom.

This is some of my work done over the past two years using the engine.















Unreal Engine work - FAB Moving Day



On this amazing project, I had the opportunity to take complete control of this 5 parts series announcing the launch of Epic's new unified marketplace, FAB. From the Creative Direction all the way to the final renders, I was able to achieve my vision easily with the help of Unreal Engine.

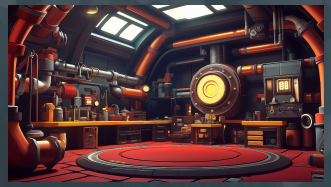
Everything was done 100% in Unreal, with colour grading and editing in Premiere.

Pitches and Concept Art

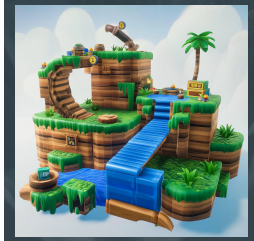
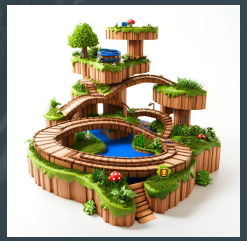
In the past two years, I've been in charge of the creative direction of multiple pitches, for big game IP like PubG and Sonic. I was in charge of the creative, the storyboard and concepting. With the help of AI tools, I was able to craft dedicated concept art in the style required, as well as storyboard frames to help sell the creative vision. Here's a compilation of concept frames and animatics I've done for the Sonic project, and links to the PUBG decks here and here.

Considering the advancement of the technology, I believe this can be achieved with a much higher level of quality and fidelity now that it was possible even 6 months ago.












Using AI for Concept Films

Recently, I have started making films with AI tools. I took one of the PUBG decks I made here and decided to turn it into a film. This could be incredible to win work or anything AI can help with from references to moodboards films.



Projects I've worked on: Beauty CG

Over the years, I've had the opportunity to create a lot of product visualisation images, from studio environment to high key visuals for famous brands.

This is something I've always enjoyed doing, specially when I have the opportunity to be creative with it.











Some of the projects I've worked on over the years

























Unreal Engine work

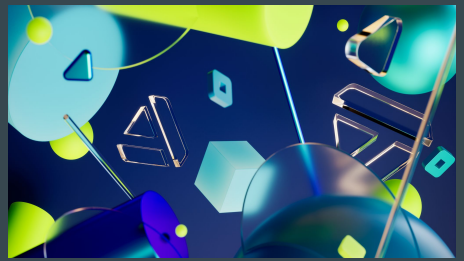














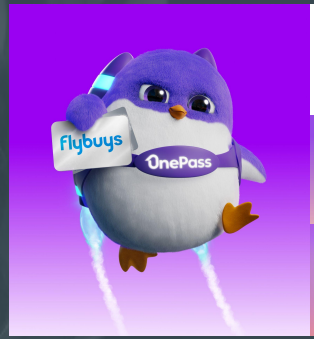




Leveraging AI and new technologies

With the rise of new technologies, such as AI and real time engines, tasks that used to take a long time are suddenly becoming really easy to iterate on. Using AI, I've been able to output a lot more variations of concepts, designs options and full on storyboards, reducing the time required for the concepting phase, nailing the right direction for a character or straight up coming up with visuals that I would have never thought of. This expanded my horizons drastically and I find myself using AI a lot for pitches and concepts, before translating what I create into a traditional workflow.

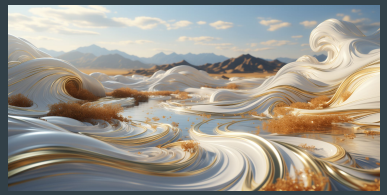
I believe this is a very valuable skill to have going forward, and an asset that I can bring to a creative team to enhance the output and visuals of any projects.



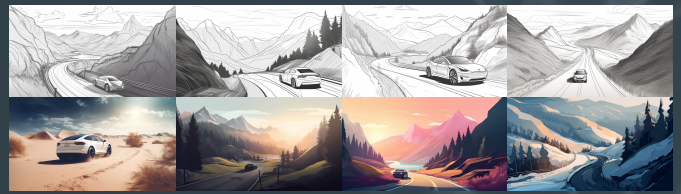
3D Final Character



AI Explorations for design, textures and colours






My skill set

For the past four years, I've been a Creative Director, as well as directing some projects and films. Leading the team from start to finish, contributing to the storyboard and layout, directing the animation, developing looks and lighting moods, all the way down to grading the final film.

Over the years, my 3D generalist background helped me communicate my thoughts to the team efficiently, and using the tools available to me, being able to show the clients and artists what I have in mind efficiently has been really important.

As a 3d artist, my strengths are in lookdev and lighting. Concepting and pitching as also been a big part of my work over the years, originally as 3d concepting, and more recently on the creative direction side of it, developing the vision for the projects and creating decks for clients to see the vibe we are going for.

With the knowledge of multiple AI tools, I am also capable of developing concept arts, styleframes and even storyboard thumbnails with a high volume output, with unlimited styles and variations and of quality beyond anything one single traditional artist could produce.
Things that I would never thought of being able to do in the past, adding a very well rounded aspect to my overall skill set.

I've also been on many shoots as VFX supervisor, capturing HDRIs and helping the director on set shoot for VFX.

What can I bring to the team?

I believe that with my experience and skills, I can be a great asset to your team in many ways, contributing to every step of a project's development.

I love collaborating with other members of the team to come up with ideas and nail the creative vision for a project, just as much as making sure the vision is respected and achieved all the way to the end to the highest standards possible.

My skill set allows me to be part of the creative development early on, as well as getting on the tools if need be, to develop some looks or lighting moods. I am doing less and less work on the box and focus more on team leading and creative drive, but it's good to know it's always something I can do, either to establish baselines for artists to follow, or troubleshoot technical challenges as they arise.

With my knowledge of new technologies, experience in filmmaking and photography, alongside traditional computer graphics skills, I believe I will be an excellent fit for your team and achieve fantastic work together in the future!

- **Skills**
Hard Surface Modeling, Texturing, Shading, Look Development, Lighting, Rendering, Environment Modeling and Look Development, Compositing. Basic Rigging and Animation.

- **Softwares**
Maya, Unreal Engine, Photoshop, Nuke, Katana, Lightroom, Quixel Mixer/Megascans, Substance Painter, Premiere, After Effects.

- **AI Tools**
Midjourney, Kling, Runway, Google Veo, Comfy UI, Flux, Wan, Kontext, Nanobanana, Firefly, AI to 3d tools

THANK YOU

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