James Vincent Marshall

Senior Animation and Senior VFX Artist

SHOWREEL

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SKILLS
Maya | 3dsMax | Unreal | Unity | Niagara | Shuriken | Photoshop | Embergen | Animbot | RapidRig

SUMMARY

Accomplished Animation & VFX Director and independent studio co-founder. Over 14 years' worth of industry experience pioneering/ maintaining bespoke real-time animation and VFX pipelines.

WORK EXPERIENCE

Jan/2024 - Present

Animation Director and VFX Artist - Shiny Dynamics - [Tidal Rush]
Team Size - 8

Key Responsibilities

- Architected modular animation & VFX pipeline for 3 character archetypes across 3 vehicle sizes, enabling 9+ custom character/vehicle combinations while maintaining 60 FPS performance targets.

- Streamlined art asset creation by designing swappable mesh/rig architecture, cutting character variant setup time by ~40%.

- Directed overall gameplay readability & VFX feel, engineering dynamic water, hazard, and pickup effects that directly elevated gameplay feedback and player immersion.

- Standardized keyframe animation workflows, establishing high visual fidelity across all combat, locomotion, and cinematic sequences.

Jul/ 2024 - Sep/ 2025

[Concurrent] Freelance VFX Artist - Perchang Games - [PERCHANG WORLD]
Team Size - 9

Key Responsibilities

- Engineered optimized mobile VFX & stylized custom shaders across 8 distinct biomes, reducing visual noise and improving gameplay readability.

- Strictly managed memory budgets and draw calls, ensuring steady 60 FPS performance across lower-spec iOS and Android hardware.

- Enhanced player retention & satisfaction loops by designing impactful visual feedback systems for key in-game achievements and reward triggers.

Jan/2023 - Aug/ 2023

Freelance Senior Animator and VFX Artist - Keepsake Games - [JUMP SPACE]
Team Size - 9

Key Responsibilities

- Delivered end-to-end animation & rigging suites for 6 distinct player classes (1st/3rd person viewmodels) and 3 unique robotic enemy archetypes (Flying, Quadrupedal, Hexapedal).

- Optimized legacy animation pipelines, seamlessly integrating new characters and props while reducing technical debt and asset import time by ~30%.

- Integrated dynamic VFX systems (Embergen/Niagara) for weapon discharge, enemy damage states, and dynamic ship destruction without compromising frame rate stability.

Oct /2021 - Jan/2023

Freelance Senior Animator and VFX Artist - Sigtrap Games - [UNDERCOVER]
Team Size - 15

Key Responsibilities

- Authored high-performance VR animation sets & dynamic hand avatars, adhering to strict 90+ FPS frame time constraints required to prevent motion sickness.

- Partnered with Tech Art to optimize rendering budgets, aggressively controlling
particle counts and socket attachments to achieve a 25%+ reduction in draw calls.

- Developed complete stylized VFX library for weapon systems and environmental interactions across complex VR environments.

Jul/2018 - Oct/ 2021

Art Director/ Animation Director - Phigames - [RECOMPILE]
Team Size - 8

Key Responsibilities

- Defined full visual identity, artistic direction, and VFX language for a critically acclaimed indie title, managing art production across the full title lifecycle.

- Designed & animated 100% of player abilities, combat sets, and enemy behaviors, pairing them with custom Niagara/shader VFX to establish high-impact game feel.

- Co-developed unique character and shader libraries in collaboration with tech art, maintaining stable performance and visual identity.

Mar/2013 - Apr/ 2018

Animator and Junior VFX artist - Improbable - [SURVIVAL]
Team Size - 30

Key Responsibilities

• Took full ownership of Animation & VFX workflows across multiple key prototype projects, including *"SURVIVAL"*, accelerating iteration times for rapid gameplay testing.

• Rigged and animated comprehensive FPS/TPS locomotion sets, vehicles, and dynamic environment props in both Unreal Engine and Unity.

• Collaborated directly with engineering teams to deliver high-stakes gameplay demos that were instrumental in securing client buy-in and driving company growth.

+ 3 years of in-house 1-on-1 mentorship from Si Jaques during his time at Improbable. [reference can be found in ref section]

+ Regularly had full animation and VFX ownership in projects that were instrumental to the growth and success of the company - most notably "SURVIVAL" - The last project I oversaw before progressing in my career.

EDUCATION & REFERENCES

BA Computer Games Animation
University of Teesside - 2013 - Dissertation: Self-directed, captured and cleaned motion capture animation sets for application onto a unique character designed/ modelled and rigged by myself all rendered in state-of-the-art rendering packages to industry standard quality.

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