



ETIENNE BADIA

Art Leader | Mobile Casual Games

2009 - 2024 Celebrating 15 years of experience!

www.etiennebadia.com

etienne@live.fr

French, E.U citizen

Barcelona, Spain

“ As an experienced live games art director and people manager in the casual mobile games industry, I lead, mentor and coach art teams to deliver exquisite experiences to millions of engaged players.

EXPERIENCE



Voodoo 2021 - Current | Global

Head of Art

- Global Art Leader for the Casual Games division, helping the company transition from Hyper Casual to Casual.
- Mentoring and coaching artists and UI designers across all teams worldwide.
- Contributing hands-on to selected strategic live games as art/creative director and hands-on artist/designer.



King (Activision Blizzard) 2017 - 2021 | Barcelona, Spain

Senior Art Director

- Senior leader among the King Art Leadership, tackling company wide strategic goals for the Art Craft alongside the VP of Art and other studio art leaders.
- Promoted, mentored and coached lead artists and Art Directors, each having an art team and games under their care.
- Oversaw hiring, performance evaluations, trainings and people development for the Art craft.
- Improved engagement scores of the studio art team, becoming the most engaged team in the entire company.
- Contributed to the implementation of experimentation features into key live games (Soda, Jelly, Farm Heroes)

Art Director

- Set the art direction for Diamond Diaries, shipped in 2018.
- Refined and improved the art direction of 4 Live Games, including Bubble Witch 3.
- Managed outsourcing pipelines for all of our games.
- Addressed employees performance issues. Created a family spirit among the studio artists and beyond.



Old Skull Games 2013 - 2017 | Lyon, France

Art Director

- Managed the Art department of the studio and art directed all games shipped at the time.



Frima 2011 - 2013 | Québec, Canada

Game Artist

- 2D/3D content creation for several mobile and console games, including Skylanders and Ice Age IPs.



Wendigo Studios 2010-2011 | Québec, Canada

Game Artist

- 2D/3D content creation for several mobile games.



Cyrus Prod 2009 | Albi, France

3D Artist/Animator (Intern)

- 3D Animation and 3D Content creation for films.

SKILLS

Art & Design

- Art Direction, Vision Setting, Style Guides.
- 2D/3D Content Creation.
- UI Art, UI/UX Design.
- Art Outsourcing.
- Features Design.

Leadership & Management

- People Management.
- Mentoring, Coaching, Teaching.
- Team Building, Driving Engagement.
- Public Speaking, Punchy Presentations.
- Difficult conversations.
- Change Management.

Languages

- English | Fluent
- French | Fluent
- Spanish | Fluent

EDUCATION

Art Degree:



L'Idem Creative Art School
International Art & Design Bachelor
2007-2010

Courses:



Harvard Business School
Strategy Execution
2021 | 8 Weeks | Online



HarvardX
Leadership Foundational Principles
2020 | 1 Week | Online



AlterSpark - Design Academy
Emotional Design Psychology
2019 | 1 Week | DePaul University, Chicago

PASSIONS

- Fossils hunting. I haven't found dinosaurs yet but I own a fine collection of personal finds!
- Cooking. Somewhat related to game making. Ask me why!
- Vintage toys collection. A fancy way to say that I just can't stop buying old Pokemon and Dragon Ball trading cards.