Daniel Roeger
Senior Digital 3D Artist

(603) 475-3939
droeger@artanium.com
linkedin.com/in/roeger
http://www.artanium.com

SUMMARY

Digital 3D Artist with extensive experience and passion for creating high-quality visuals that communicate ideas, stories, and design with intent, clarity, and impact. Building on a BFA foundation and more than 20 years of hands-on work in real-time 3D production, product visualization, and AR/VR project development across digital interactive experiences.

WORK EXPERIENCE

PRODUCT INSIGHT | Boxborough, MA   Apr 2025 - Oct 2025
Senior Visualization Artist

Applied artistic vision and real-time production expertise to create product visualizations that clearly communicated design intent and functionality for healthcare, robotics, and automotive products.

- Created custom 3D models, realistic materials, advanced skeletal rigs, physics simulations, and technical animations in Maya.
- Integrated art content into Unreal to develop intricate photorealistic scenes that supported rapid iteration, reduced render times, and accelerated client review cycles.
- Collaborated with cross-functional teams to translate product concepts into clear, photorealistic, real-time visualizations that improved client understanding and supported informed pre-production decisions.
- Provided creative development support to teammates by contributing art content, production expertise, and solutions to in-engine technical challenges across multiple projects.

SHOWROOM EXPERIENTIAL | Boston, MA   Sep 2022 - Apr 2025
Lead 3D Artist

Led 3D content development for Showroom's mixed reality projects, collaborating with developers to integrate creative assets in Unreal for product configurators and immersive virtual experiences.

- Created multiple 3D architectural interior spaces by modeling, texturing, lighting, and assembling full scenes in Unreal Engine 5 for an internal prototype interior design tool called *Sillica.*
- Built three optimized 3D vehicles with configurable modifications and swappable parts for an Unreal Engine car configurator app for *eBay Motors' 2025 Miami F1 race event.*
- Collaborated with directors, developers, UX, and client to build an industry-first real-time office configurator tool for *Fellowes*, delivering 3D models, environments, blueprints, lighting, and photorealistic imagery in UE5.

EDUCATION

UNIVERSITY OF MASSACHUSETTS
BFA - Bachelor of Fine Arts in Graphic Design
Lowell, MA

SKILLS

- 3D Art Direction
- Look-Dev & Pre-Vis Design
- 3D Modeling & Texture Creation
- Character Sculpting
- PBR Materials & Blueprints
- CG Lighting & Rendering
- 3D Optimization & Retopology
- Project in-engine Integration
- Animation
- 3D Simulation
- Photogrammetry

SOFTWARE

- Maya 2024
- Unreal Engine 5.5
- Unity
- Modo 17
- 3DSMax
- ZBrush 2024
- Marmoset
- Arnold
- V-Ray
- 3D Coat
- Adobe Substance 3D Painter
- Adobe Creative Suite (Photoshop, Illustrator, After Effects, Premiere)
- Character Creator 4
- HDR Light Studio

INPHANTRY | Boston, MA   **Jan 2018 - Sep 2022**

3D Art Lead / Contractor

Contracted by INPHANTRY on a per-project basis to lead 3D art development for cutting-edge AR, VR, and mixed-reality experiences. Oversaw all aspects of 3D production for project planning, look development, asset creation, lighting, animation, and in-engine integration.

- Developed optimized 3D models, digital sculpts, 3D environments, lighting, character rigs, and polished animation under intense time constraints and critical deadlines.
- Collaborating closely with designers and developers to create immersive content for major brands such as Google, eBay, and PUMA.
- Adapted quickly to project-specific software, technology, and creative development techniques to deliver art that consistently exceeded client expectations.

ARTANIUM STUDIOS LLC. | Danville, NH.   **Nov 2014 - Jan 2018**

Contract 3D Artist

Founded Artanium Studios, delivering specialized art content and full production services across digital platforms, creating advanced 2D, 3D, and video content for product marketing and mixed-media experiences.

- Provided 3D art and visualization services for diverse clients across multiple industries, quickly adapting to new projects and workflows, meeting demanding timelines, and cultivating ongoing creative partnerships with repeat clients.
- Designed branding, collateral, and web-based product visuals for automotive safety technologies.
- Employed advanced 3D production workflows, including photogrammetry capture, ZBrush mesh retopology, and real-time creative production pipelines, to support clients' projects needs.

AMD - ADVANCED MICRO DEVICES | Boxborough, MA.   **Feb 2009 - Oct 2014**

Senior 3D Artist

Led 3D art production and designed immersive real-time demos showcasing AMD's next-generation GPU capabilities and breakthrough rendering research, featured at major industry events including SIGGRAPH, CES, and product launch events.

- Owned the production pipeline for real-time demo content development, guiding projects from early visual concepts through modeling, texturing, lighting, rigging, animation, and in-engine integration for live events.
- Worked closely with graphics engineers and researchers to evaluate and test new development tools while simultaneously creating advanced real-time art content for the latest technology demos.
- Led character development within a small art team, contributing to multiple in-house VR and AR demos designed to highlight new GPU technologies, advanced rendering research, and real-time innovation.

CHEYENNE MOUNTAIN ENTERTAINMENT | Westborough, MA   \Jul 2007 - Dec 2008

Lead Artist

Led art development and creative development team for a satellite studio building multiple games, including a first-person shooter built with Unreal Engine.

- Sculpted 3D characters in ZBrush and modeled terrain environments and assets.
- Participated in agile development sprints to define future tasks and track production progress.

ATI RESEARCH INC | Boxborough, MA   **Jan 2000 - Jul 2007**

Senior 3D Artist

Worked on a small team of developers to create cutting-edge technology demos showcasing the latest in real-time graphics, blending cinematic action, high-impact effects, and visually stunning 3D content to highlight ATI's advancements in game acceleration.

- Collaborated with a cross-functional team to identify key technologies, conceptualized ideas, design pre-visuals for scripted storylines, define production pipelines, and create art content for next-gen real-time 3D demos.