



Daniel Roeger
Senior Digital 3D Artist

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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, technical animations, and simulations used to communicate, test, and validate design intent for healthcare, robotics, and automotive products prior to manufacturing.

- Developed product visualizations with real-world-scaled 3D models, PBR materials, skeletal rigs, advanced physics simulations, realistically lit environments, and functional animations.
- Accelerated internal and client review cycles by leveraging real-time playback and interactive configurators in Unreal engine to speed design validation, decision-making, and client buy-in.
- Converted CAD models into optimized engine-ready meshes while preserving form and visual fidelity.
- Collaborated with cross-functional teams to translate product concepts into clear, photorealistic visualizations that improved understanding and validated design decisions.
- Supported creative production team across multiple projects to help resolve development challenges.

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.