



ASHLEY FARLOW

SENIOR 3D ARTIST // ANIMATOR

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SUMMARY

Senior Animator and Artist with over 10+ years of game and commercial industry experience. Motivated creative who specializes in problem solving, team collaboration and execution when it comes to artistic and technical tasks.

EXPERIENCE

LEAD 3D ARTIST

July 2024 - September 2025

Tank & Bear

- Lead 3D Artist at Tank and Bear, directing art production, animation, rigging, and Unity shader development for VR/AR projects.
- Developed pipelines, workflows, and asset creation processes to maximize performance, enhance efficiency, and deliver on the creative vision for VR/AR games for the Meta Oculus division.
- Managed a small cross-disciplinary team and collaborated with developers, designers, and clients; developed and implemented assets for **Meta's Metaverse game "Umi Pop"**, overcoming workflow limitations and tight deadlines to successfully launch the title with over 20,000 impressions.

FREELANCE SENIOR 3D ARTIST

October 2022 - July 2024

Riftweaver Game Studio

- Responsible for 3D modeling, materials, shaders, animation, concept art, and in engine implementation for **Fablecraft**, a Unity-based digital tabletop RPG.

LEAD 3D ARTIST

April 2021 - October 2022

PlayDots Studio

- Lead 3D Artist on the New Games division, managing a team to produce 50+ animated characters and 300+ high-performance mobile assets, building pipelines and workflows to support scalable production, and contributing to the launch of **Garden Tails** on **Apple Arcade**.
- Expanded the 3D department from a single artist into a full team of modelers, technical artists, and animators; responsible for art direction, project scheduling, mentoring, hiring, and ensuring clear communication of deliverables.

TECHNICAL ARTIST

February 2017 - April 2021

PlayDots Studio

- Founding 3D Technical Artist at Dots, developing pipelines, techniques, and contributing to shader/engine development to define the visual style of **Wilds**, an RPG puzzle mobile game.
- Created and optimized 2D/3D assets for Unity; including rigging, animation, texturing, particle effects, and VFX. Collaborated with concept artists and developers to deliver high-performance, mobile-ready assets on schedule for the New Games team.

3D ARTIST // 3D ANIMATOR

November 2015 - February 2017

Katapult Studios

- 3D artist on Unity-based indie PC game **CHKN**. Responsible for designing, modeling, rigging, texturing, animating, and packaging characters. Collaborated closely with the small team of developers, game designers, and other team members to create high-performance, interactive assets that supported player customization and seamless gameplay integration.

FREELANCE ANIMATOR // 3D ARTIST

June 2014 - November 2015

Passion Pictures // Imaginary Forces // Tank & Bear

- Collaborated on the technical and artistic execution of 2D, 3D, stop motion, live action, pre-vis and conceptual art with cross-disciplinary teams. Clients included: **Yakult**, **ABC**, **Coca-Cola**, **Google** and **Verizon**.
- Directed and executed all aspects of 3D art and animation for a startup product, balancing creative vision with technical performance on iOS and Apple Watch. Created and optimized 3D/2D animations, rigs, models, textures, composites, and particle effects tailored for mobile platforms.

EDUCATION

Bachelor of Fine Arts in Animation • Savannah College of Art and Design • 2014 • 3.9

SKILLS

Hard Skills

3D Animation, 2D Animation, 3D Modeling, Shader Development, Rigging, Texturing, Art Direction, Concept Art, VFX Animation, Game Design

Software Knowledge

Autodesk Maya, Unity, Blender, Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Substance 3D Suite, Z-Brush, Github, SourceTree

Interpersonal Skills

Team Leadership and Management, Clear Effective Communication, Cross-Disciplinary Collaboration, Adaptability and Continuous Growth, Creative Problem Solving, Quick Learner, Innovative Thinker