LEROY JONES

Asheville, NC · leroy.jones003@gmail.com · 3ddojostudios.com/about-us/leroy-jones/

TECHNICAL SKILLS

3D Modeling & Texturing: Maya, ZBrush, Substance Painter, Photoshop

Game Engines: Unreal Engine 5, Unity

Rendering & Visualization: Marmoset Toolbag, Keyshot

Other Tools: Adobe Creative Suite, Notion, GitHub

Specialties: Character design, level design, worldbuilding, organic & hard surface modeling, environment design, stylized & realistic art styles, and modular kits

EDUCATION & TRAINING

3D Design & Game Art – Self-taught with mentorship and online certifications

Miami Dade College – Coursework in Biology & Graphic Design

Dynamic Creative Director leading for 8+ years. Leroy has architected end-to-end production pipelines, directed real-time asset creation in Unreal Engine, and scaled a globally distributed team of designers, programmers, and developers**.** Adept at character design, creating photorealistic assets, and immersive worldbuilding for games, film, and architectural visualization. Not only has he mastered the tools of his craft — Unreal Engine, Zbrush, Maya, Substance, and more — but also built a thriving global community of over 500 diverse developers. Leroy leads with both strategy and soul, fostering collaboration through mentorship, clear communication, and creative empowerment.

EXPERIENCE

3D Dojo Studios "*DA PAPER BOY" — Creative Director*
Asheville, NC | August 2022 – Present

- Principal architect for *DA PAPER BOY*, including level design, worldbuilding, environment design, asset creation, and lighting in Unreal Engine.
- Modeled high- and low-res, anatomically accurate characters, in addition to creating the overall character scale of the game.
- Created modular urban environments with optimized assets for real-time performance.
- Developed and maintained a scalable asset pipeline using ZBrush, Maya, and Substance tools.
- Led a multidisciplinary team of coders, artists, and designers, managing workflows, guiding iterative development, and ensuring cohesion across all departments. When team members were overwhelmed with work he filled in roles by creating characters, environment assets, blueprints, and more.
- Crafted *DA PAPER BOY* concept, narrative, visual identity, and production framework from the ground up, ensuring artistic cohesion while adapting to tight production timelines and evolving scopes.

3D Dojo Studios *— Founder & Creative Director*
Asheville, NC | June 2020 – Present

- Delivered realistic and organic 3D models, characters, and prototypes for indie games, films, VR experiences, architectural clients, and consumer packaged goods.
- Led multi-disciplinary teams of designers, engineers, and storytellers to develop visually compelling games and prototypes aligned with diverse player experiences.
- Designed end-to-end development workflows and assets, balancing visual fidelity with performance optimization.

FEATURED IN

Good Good Good, WNC Business, Hatch Innovation Hub, and more

- Mentored junior artists and programmers, fostering a collaborative and feedback-driven studio culture that encouraged technical growth and creative risk-taking.
- Developed and taught curriculum for the studio's internal 3D Design Trade School, equipping aspiring creators with industry-standard tools and techniques.
- Acted as a bridge between creative vision and technical execution — translating ideas into actionable design systems and fully integrated interactive experiences.
- Secured strategic partnerships with community organizations to expand studio visibility and project funding.

Freelance 3D Artist — *Contract Projects*
Remote | 2018 – 2020

- Delivered realistic and organic 3D models and visualizations for indie games, VR experiences, and architectural clients.
- Partnered with clients to translate creative briefs into tangible, shippable content—balancing artistic vision with gameplay functionality and performance constraints, iterating on feedback, and meeting tight deadlines.
- Designed and authored stylized 3D environments and props for indie games and interactive experiences, with a focus on modularity, performance, and visual storytelling. Created asset kits and procedural-ready content for use in Unreal Engine 4/5, including custom shaders, LODs, and optimized materials for multi-platform deployment.
- Collaborated closely with game designers and engineers to scope features, plan asset needs, and implement content directly into engine using blueprints.
- Adapted to a wide range of art styles and pipelines, often working without detailed concept art or direction — delivering high-quality assets under tight production timelines.
- Demonstrated strong generalist skills across modeling, UV mapping, texturing, lighting, and basic animation to support small teams and prototype development.
- Provided technical art support by identifying pipeline inefficiencies and proposing workflow improvements to streamline asset integration and iteration cycles.

LJ Designs — *Founder & Graphic Designer*
Miami, FL | 2016 – 2020

- Provided branding and digital design services to over 280 clients.
- Transitioned from 2D design to 3D visualization, laying the foundation for 3D Dojo Studios.