

JULIO CESAR VILLASEÑOR

Cinematic & Technical Artist | Real-Time Content Creation Pipelines, Tools & Lighting

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SUMMARY

Technically minded artist and toolmaker with 15+ years across the content creation pipeline and three shipped AAA titles in the Forza franchise. Combines a solid digital art background (lighting, shading, compositing, VFX, animation) with hands-on tools development: builds scripts, standalone applications, and workflows that remove production friction for art teams. Works daily between Art, Engineering, and Production to prototype technical solutions, debug tool and game-related issues, and raise visual quality in real-time engines, including Unreal Engine. Strong communicator who mentors artists and works independently on open-ended problems.

SHIPPED AAA TITLES

Forza Horizon 6 (2026) — AAA open-world racer · 6M+ players in launch week.

Forza Motorsport (2023) — AAA racing simulator · Best Sports/Racing Game, The Game Awards 2023.

Forza Horizon 5 (2021) — AAA open-world racer · Metacritic 92 · Best Sports/Racing Game, The Game Awards 2021.

CORE SKILLS

Technical Art & Tools: Tool and workflow development, DCC scripting (3ds Max), Python, C++ (coursework), standalone applications, pipeline automation, debugging tools and game-related issues, technical troubleshooting for art teams.

Content Creation Pipeline: Modeling, UV mapping, texturing, shading, lighting, rigging, animation, VFX, compositing, look development, asset and media management.

Real-Time Engines: Unreal Engine (PBR materials, Blueprints, lighting, Sequencer), proprietary AAA engine (ForzaTech), Marmoset Toolbag, real-time physically based rendering (PBR) workflows.

Collaboration & Leadership: Cross-discipline work with Art, Engineering, and Production; mentoring artists; clear written and verbal communication; independent problem-solving.

WORK EXPERIENCE

Playground Games (Microsoft) via RUN Studios

Cinematic Media Artist

Sep 2026 – Present

Remote · Los Angeles, CA

- Develop technical solutions and content creation workflows for the cinematics art team, building tools that improve efficiency and quality across in-engine capture for the Forza franchise.
- **Dev Kit Control Dashboard:** Designed and built an HTTP dashboard that connects directly to the game running on console development kits, sending commands to automate repetitive capture and debugging tasks.
- **Capture Exporter:** Authored a tool that automates file handling, organization, and video encoding from image sequences exported from dev kits, removing manual steps from every delivery.
- **3ds Max & Windows Tooling:** Write 3ds Max scripts and Windows utilities, and implement workflow improvements to existing in-house tools used by the team.
- Support artists in debugging tool and game-related issues, working with Engineering and Production to resolve dependencies and keep capture on schedule.

Turn 10 Studios (Microsoft) via RUN Studios

Cinematic Artist

2023 – Sep 2026

Los Angeles, CA

- Shipped 80+ in-engine cinematics across 3 AAA Forza releases, authoring camera, lighting, and composition directly in the proprietary ForzaTech engine within real-time performance and engine constraints.
- Designed production tools (3ds Max scripts, Premiere Pro automation, custom applications) that streamlined content workflows and reduced iteration cycles by 50%+.
- Collaborated across disciplines (art, animation, design, engineering, VFX) and across studios, visiting Playground Games to align on Forza Horizon 6 launch content and on-schedule delivery.
- Prototyped new capture techniques and workflows to raise visual quality in both open-world and simulation racing contexts; mentored artists on tools and craft standards.

Genies

CG Lighter, Compositor & Motion Graphics Artist

2018 – 2023

Marina del Rey, CA

- Rendered and delivered high-volume character content primarily in Unreal Engine, working daily with real-time physically based (PBR) material workflows and gaining a working understanding of Blueprints.
- Worked hands-on across most of the content creation pipeline: modeling, UV mapping, texturing, shading, lighting, rigging, and animation, plus compositing in Nuke.

- Built reusable templates and pipeline tools in Unreal Engine, Marmoset, Nuke, and After Effects, improving team velocity and output consistency.
- Partnered with Technical Directors and leads to troubleshoot, optimize, and evolve the content pipeline, reducing bottlenecks and iteration time.
- Created standalone applications and automation scripts for managing rendering assets and production processes.

MedCircle 2018 – 2021
Senior Editor & Motion Graphics Artist Carlsbad, CA

- Led post-production and managed a team of 3 artists, setting quality benchmarks and delivering 1,000+ videos on schedule.
- Architected data management workflows covering storage, backup, and archival of 90 TB of media assets.

Honda R&D Americas Inc. 2016 – 2018
Motion Designer / VFX Artist Torrance, CA

- Created and animated content for Honda and Acura concept car reveals, brand campaigns, and vehicle launches; designed motion UI for in-vehicle display systems.
- Created photorealistic 3D vehicle animations (modeling prep, shading, lighting, rendering) for concept reveals and in-vehicle display systems using Maya and Arnold.
- Executed CG compositing and camera tracking for live-action shoots using PFTrack, Maya, and Arnold.

S4 Studios 2015 – 2016
3D Generalist, Post-Production Specialist & VFX Compositor Los Angeles, CA

- Created photorealistic automotive renders using Maya and Redshift, producing high-quality assets for marketing deliverables.
- Developed automation tools that accelerated post-production timelines, enabling faster iteration and delivery.
- Built marketing brand packages and templates for Sony films shipping internationally; performed green-screen compositing and plate cleanup.

The Beat Box Studio 2014 – 2015
Studio Manager & Content Producer Culver City, CA

- Designed and maintained the studio green-screen stage, establishing precision lighting setups for live-action capture and composited VFX.
- Produced, shot, edited, and animated content for brand clients while managing studio operations and scheduling across concurrent productions.

Hyper.House 2011 – 2016
Editor / Animator Beverly Hills, CA

- Developed and optimized workflows to ingest, process, and deliver RED camera and multi-format media with fast turnaround.
- Edited 40+ exclusive videos for the music platform Tidal; coordinated international productions across Latin America.

SOFTWARE & TECHNICAL SKILLS

Engines & Real-Time: Unreal Engine 5 (PBR materials, Blueprints, Sequencer, lighting, runtime cinematics), ForzaTech (proprietary AAA engine), Marmoset Toolbag, real-time PBR lighting and rendering

3D / DCC: 3ds Max, Maya, Cinema 4D, Substance Painter, ZBrush, Katana, Golaem

Rendering & Look Dev: Arnold, Redshift, shading, lighting, look development

Programming & Scripting: Python, C++ (coursework), 3ds Max scripting, DCC tool development, HTTP-based tooling, Windows utilities, pipeline and video encoding automation

Compositing & VFX: Nuke, After Effects, PFTrack, camera tracking, green screen, Photoshop, Illustrator

Editing & Delivery: Premiere Pro, Avid, Final Cut Pro, image-sequence and media management

AI & Emerging Tools: ComfyUI, AI-assisted animation workflows

EDUCATION & TRAINING

Bachelor of Arts, Motion Pictures & Television — Centro, Mexico City · 2010

Gnomon School (Online) · 2024–2025 — Creating Cinematics in Unreal Engine 5: Chase Scene Workflow · Creating Runtime Cinematics in Unreal Engine 5 · Real-Time Filmmaking in Unreal Engine 5 · Simulating Crowds with Golaem & Maya · Animating a Dragon Rider for Film & VFX · Introduction to Maya 2026: Volume 3

Double Jump Academy · 2025 — Unreal Engine Complete Automotive Masterclass

Curious Refuge · 2025 — AI Animation 2.0 · ComfyUI Masterclass

Codecademy — Learn Python 3 · Learn C++

Hugo's Desk · 2019 — Nuke Compositing Course 3.0

School of Motion · 2018 — Animation Bootcamp