

Fern Guardiola

Clear creative direction, plus the production systems, tools, and teams to ship it, across games, entertainment, and generative AI.

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100,000+ AI assets shipped at **180x** production speed • Art direction for **MONOPOLY GO!** and **Scrabble GO** • AI-native titles shipped for **Netflix** • Teams of **2 to 85+**

PROFILE

Art director and creative technologist with more than 14 years across games, entertainment, and generative-AI production. Sets the visual direction, then builds the pipelines, tools, and teams to produce it at scale.

EXPERIENCE

Senior Art Director / Series Entertainment

06/2023 to 10/2026 · Remote US

AI-native game studio backed by a16z and BITKRAFT.

- Architected modular **agentic ComfyUI production systems** that scaled emotional storytelling across **100,000+ shipped assets** at **180x production speed**, as featured in **ComfyUI's first official customer case study**.
- Shipped Netflix's **Singles Inferno** and **The Ultimatum** interactive titles using ComfyUI pipelines for character systems, environments, motion design, and montages.
- Trained and fine-tuned custom models, including **LoRAs for the latest models**, with the **evaluation** passes that held character and style consistency across tens of thousands of assets.
- Designed **UI and UX hands-on** for both Netflix titles and the **PandaReel** streaming app, from whole-game feature maps to tutorials and shipped screens.
- Featured guest on the first episode of **fal's creative-conversation series**.

Head of Creative Operations, USA / Creadits

08/2022 to 06/2023 · Remote

Creative agency partner to top-100 video game companies.

- Hired, enabled and managed a **client-facing** global organization of **85+** multicultural, multidisciplinary creatives.
- Owned the group's **OKRs, KPIs, and unit economics**, and rebuilt its creative workflows into pipelines that held quality as volume scaled.

Creative Director / Skillz Inc.

08/2021 to 07/2022 · Remote / Portland

NYSE-listed competitive mobile-gaming platform. Reported to the COO.

- Authored the **design system and creative quality standard** the studio judged work against. Still in use a year later at Creadits, across 85+ creatives.
- Reframed the platform's creative from short-term rewards to long-term storytelling, lifting **D7 retention by 30%**.
- Hired and built a multidisciplinary studio of **31 people plus two vendors** spanning UI/UX, engineering, animation, 2D and 3D art and technical art, supporting **12+ releases**.
- Streamlined the creative pipeline, reducing average ideation-to-delivery time by **45 days**.

EXPERIENCE

Art Director / Scopely / PierPlay

04/2018 to 08/2021 · Culver City / Austin

Creative leadership for mobile games built on major global intellectual properties.

- Created the visual direction for **MONOPOLY GO!** and **Scrabble GO** in collaboration with company leadership and Mattel and Hasbro representatives.
- Directed multiple studios producing all visual assets for **four projects** from conception through market release.

Art Director / Zynga · 09/2016 to 04/2018 · Directed **120+ slot games** and developed teams across Austin, San Francisco, and Toronto.

Art Lead to Associate Art Director / Rising Tide Games · 08/2015 to 09/2016 · Directed **60+ slot games** and onboarded outsourcing partners.

Animator / Tower · 2015 to 2016 · Rotoscope animation for the feature documentary.

Artist I to Art Lead / Everi Holdings · 03/2012 to 08/2015 · Art-directed internal and external teams and built tools and pipelines for efficient development.

Freelance 3D Modeler / Illustrator · 2011 to 2012

BUILDING AND PUBLIC WORK

Creative Director and Founder / Patolli

Ongoing · Portland, OR

Independent game studio behind *Toxtli* and *The Moon Jar* and *Curses Cleared*, both on Steam. patolli.io

- Solo-coded **Toxtli** and **The Moon Jar** in **Unity with C#**: procedural level generation, **ML-Agents** reinforcement-learning test agents, custom test runners, and **MCP-driven editor automation**.
- Art-directed and shipped **patolli.io** by directing an **AI coding agent** through quality gates.

SKILLS

Generative AI: ComfyUI, agentic node-graph workflows, LoRA training for the latest models, model fine-tuning, Nano Banana Pro, Midjourney, Adobe Firefly, Runway, Luma, Gemini, fal, ElevenLabs, prompt engineering, model evaluation and failure-mode analysis, LLM and MCP integration, AI pipeline architecture, custom image, video, and audio tools built per project, team adoption.

Art and Development: Python, JavaScript and TypeScript, Unity with C#, UE5, shaders and HLSL, Blender, Maya, Nuke, Photoshop, Figma, DaVinci Resolve, WebGL and three.js, ML-Agents, procedural generation.

Leadership: Distributed teams, hiring, roadmap and strategy, stakeholder management, creative operations, OKRs and KPIs, unit economics, vendor management, mentorship, public speaking.

Production: GitHub, Jira, Notion, Miro.

EDUCATION

B.A. Visual Arts and Graphic Design

Universidad Autónoma de Nuevo León (UANL) | 2000 to 2005

3D Entertainment

The Art Department | 2011 to 2013

CORE STRENGTHS

Creative Direction
Art Direction
Generative-AI Production
Motion Design
Global Team Leadership
Creative Operations
Brand and Design Systems
Executive Partnership
Hiring and Vendor Management