



# Jose Emroca Flores

Senior Visual Development Artist ♦ Illustrator

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## PROFESSIONAL EXPERIENCE

### EPIC GAMES

2019-Present

San Diego, CA

#### Senior Concept Artist

- Played a central role in shaping visual development and style guide creation by establishing new creative directions, consistency standards, and cross-team alignment.
- Helped maintain visual identity through the design of characters, vehicles, environments, and world-building.
- Played a key role in story beats, concept paintings, lighting and color studies, and the creation of marketing materials (magazines/posters).
- Collaborated with a multidisciplinary teams, contributed creative feedback, bridged communication between creative teams and leadership, and encouraged team growth and positive morale.
- Mentored junior concept artists and art interns on painting, drawing, design, and 3D work.

### Fortnite

- Senior Concept Designer responsible for design decisions pivotal to the platform's success and player engagement.
- As Character designer, contributed to the franchise by creating original skins that became popular among players and were key features in marketing campaigns (i.e. commercials, animated shorts, billboards and social media).
- Lead Visual development of characters, weapons, props, creatures, and illustration of loading screens.

### Rocket League

- Supported world-building through vehicle concepts, illustrations, environments, industrial designs, marketing materials, props, and 3D models.
- Introduced original design ideas while reinforcing narrative immersion

### MERCHANDISE/PRODUCT/TOY DESIGN

2014-Present

San Diego, CA

#### Lead Visual Development

- Designed and developed collectable products for established entertainment IPs to expand brand identity, fan engagement and promotional campaigns.
- Led visual development and introduced original concepts for toy designs, posters and limited edition merchandise while maintaining fidelity to the source material.
- Translated franchise aesthetics into production-ready products tailored toward fan and collector audiences

#### Clients:

- Oakley Sunglasses collectable toys **2026**
- Hasbro Toys: Megatron, Brawl, Omega Supreme, Ironhide **2008 (re-released 2026)**
- Future Genesis promotional project **2026**
- Mega-Man Posters **2019**
- Star Wars Fan Posters for Fandango **2019**
- Special edition toy for Quicksilver Surf Co./ Pro Surfer Kelly Slater **2014**

### FREELANCE CONCEPT ARTIST/ILLUSTRATOR

2013-2019

San Diego, CA

**Clients Included:** Epic Games (Psyonix), Sony Animation, Activision, Paramount Pictures, Blizzard, Cartoon Network, Hi Fructose, Amazon, lam8bit, MB Artists, Shannon Associates, DC Shoes, Disney, Sticky Bumps, etc.

Responsibilities include visual development, style guide development, design for characters, environments, and FX, story beat concept paintings, lighting and color studies, and the creation of marketing materials (magazines/posters).

## AREAS OF EXPERTISE

Visual Development  
2D/3D/Digital Art  
Environment Concept/Design  
Character Concept/Design  
Merchandise Design  
Marketing Materials  
Industrial Design  
FX Concept  
Style Guide Development  
Storyboards  
Illustration  
Lighting and Color Studies  
Oil Painting

## SOFTWARE

Adobe Photoshop  
Zbrush  
Keyshot  
Procreate  
Blender

## GALLERY EXHIBITIONS

2014 *Naughty Dog Show*  
Gallery Nucleus,  
Los Angeles

2014 *Teenage Mutant Ninja Show*  
lam8bit, Los Angeles

2013 *Tiny Trifecta*  
Cotton Candy Machine,  
New York

2013 *Biennial Submissive*  
Cotton Candy Machine,  
New York

2013 *Little Miss Sunshine*  
lam8bit, Los Angeles

2010 *Royals and Crocodiles*  
Thinkspace Gallery,  
Los Angeles

2009 *The Guys' Guys*  
Gallery 1988,  
Los Angeles

2008 *Bay vs. LA*  
Project Gallery,  
Los Angeles

2007 *Culprit Research Project*  
111 Minna,  
San Francisco

2006 *Birds and Bullets*  
111 Minna,  
San Francisco

2005/06/07/13 *lam8bit*  
Gallery 1988,  
Los Angeles

2002 Scholarship Exhibit  
N.Y. Society of Illustrators

## HIGH MOON STUDIOS (VIVENDI/ACTIVISION)

Carlsbad, CA

### Senior Concept Artist

Key team member with responsibilities including, but not limited to: visual development, style guide development, design for characters, environments, and FX, story beat concept paintings, lighting and color studies, and the creation of marketing materials (magazines/posters). Mentored junior concept artists and art interns on painting, drawing, design, and 3D work.

#### *Call of Duty: Advanced Warfare*

- Contributed character concept art and illustrations.

#### *Call of Duty: Black Ops 2*

- Created the stylized, animated comic book introduction to the multiplayer DLC *Zombies: Die Rise*.

#### *Deadpool*

- Visually designed all 8 levels of the game, setting the tone and mood as well as clarifying the visual vocabulary. Oversaw all environment work. Collaborated with the Game Director, environment artists, and game designers to develop visual solutions for the levels. Personal art style highlighted in-game for the Carnival Scene to create a surreal environment.

#### *Transformers: Dark of the Moon*

- Created the visual language for all environments in the game, from initial concept through development and final details.

#### *Transformers: Fall of Cybertron*

- Created blue sky and early visual development paintings.

#### *Transformers: War for Cybertron*

- Designed and created the look for Megatron, who was later made into a toy by Hasbro. I also did character designs for Omega Supreme, Brawl, Breakdown, and Barricade.
- Guided environment artists using lighting and color paint-overs of their geometry to keep the artistic look of the game cohesive. Worked closely with the Game Director and game designers to create the last boss battle area, bringing it from 3D to concept sketches and paintings. Mentored interns and junior concept artists to hit visual target of the game via demos and review of their work.

#### *Unannounced (cancelled) title*

- Created main boss characters and worked closely with the Lead Designer to create the setting for the main boss battle. Fully realized main boss battle arena from rough 3D layouts to finished concept paintings informing mood and color. Designed weaponry.

#### *Unannounced (cancelled) title*

- Created hundreds of blue sky sketches, paintings, and 3D concepts to give directors and game designers visual options for the location and direction of the game.

#### *Robert Ludlum's The Bourne Conspiracy*

- Assisted in the overall visual development of the game by creating concept paintings and sketches for characters, environments, and FX. Worked with the Marketing Department to develop impactful promotional materials.

## ELECTRONIC ARTS (EA)

Los Angeles, CA

Collaborated with directors and game designers on the artistic direction of several titles. Worked closely with concept art team to create entire visual vocabulary by supplying reference material, sketches, paintings, color keys, and 3D block-ins of game environments. Helped drive the story by supplying writers with story beat concept paintings.

### Senior Concept Designer

*Medal of Honor: Airborne*

### Concept Designer

*Goldeneye: Rogue Agent*

### Concept/Storyboard Artist

*Lord of the Rings*

### Storyboard Artist

*Medal of Honor: European Assault*

2006-2013

## PUBLISHED WORK

*Sideburn Magazine*, 2014

*Art of Jose Emroca Flores*

*Café Racer Magazine*, 2014

*The Strange Wonderful Surf-Bike*

*Art of*

*Jose Emroca Flores*

*Color Ink Book*, 2011

*Emroca Drawings Showcase*

*Super Iam8bit*, 2011

artwork featured

*Computer Arts*, 2009

*Create a video game environment with*

*Jose Emroca Flores*

*Spectrum Fantasy Illustration*,

2003/2009

paintings showcased

*Game Informer*, 2006

*Medal of Honor: Airbourne*

*Nintendo Power*, 2006

*Framing the Game*

*360 Magazine*, 2006

*Medal of Honor: Airbourne*

*Iam8bit*, 2006

artwork featured

*Maxim*, 2004

*The Art of Goldeneye*

*FHM*, 2004

*The Making of Goldeneye*

## COMMUNITY

**Booth exhibitor** at San Diego Comic Con (SDCC), Creative Talent Network Expo (CTNX), The Boardroom International Surfboard Show, and DesignerCon.

2014 – **Co-founded ID8R, a San Diego art collective** which teaches figure drawing and design technique to working professionals.

2014 - **Guest Lecturer**, Art Institute (AI) Inland Empire: *Creative Illustration and Design*

2014 - **Guest Artist/Speaker**, Orange County College: *Getting Started as a Commercial Artist / Design Technique*

## EDUCATION

### Bachelor of Fine Arts

Academy of Art University,  
San Francisco CA

Numerous workshops and seminars, including those from: Robert McKee, Gnomon, Watts Atelier, Otis, and Conceptart.org