

# JOSEPH P GROSSMANN

www.acuppajoe.com • 314.397.5754 • acuppajoe@gmail.com • New York, NY

Seasoned 3D-Generalist with more than 18 years of experience in Maya, V-Ray, Adobe Suite and other software creating imagery for visual effects, commercials, animation, and video games.

## APPLICABLE SKILLS

Lighting	3D Modeling	3D Layout	Rendering	Comp
Shader Creation	Texture Painting	Camera Tracking	Match-moving	Customer Support

## RELEVANT EXPERIENCE

### Crafty Apes LLC, New York, NY

**3D-Generalist**, Aug 2021 – Mar 2024, May - September 2024 & December 2024 – October 2025

As a 3D-Generalist, worked on shots for theatrical and televised releases. *Star Trek: Discovery*, *Crowded Room*, *Your Place or Mine*, *Hello Tomorrow*, and *Y2K* to name a few.

#### **Specific Highlights**

- Lighting, tracking, layout, modeling, texturing, and foliage tasks while working on multiple shows at the same time.
- Mentored and guided new artists to reach client and company standards.
- Maintained full communication with team members while in a remote environment.

### Alkemy-X, New York, NY

**3D-Generalist**, Feb – Apr, June - Oct 2017 & Feb 2020 – Apr 2021

Ongoing freelance work on released and unreleased pilots, *Blindspot* and *Marvelous Mrs. Maisel* (television series), *All Saints* (independent film) and National Geographic Documentaries.

#### **Specific Highlights**

- Lighting and shading using Mental Ray or V-Ray.
- Camera and object animation.
- Modeling, camera tracking, and scene layout.

### DCOY Studios, New York, NY

**Lead CGI Artist**, Jan 2018 – Apr 2021

Joined as a 3D-Generalist, establishing an environment to produce thousands of online shopping assets for Johnson & Johnson products. Created a Maya driven department to meet DCOY's growth and 3D ambitions.

#### **Specific Highlights**

- Hired and managed a team to create meticulous imagery for client's products.
- Mentored and guided new artists to reach client and company standards.
- Created 3D product renders for numerous Johnson & Johnson products including Aveeno, Neutrogena, Listerine, and others.

### Freelance 3D-Generalist

**East Side Effects**, New York, NY

3D Generalist, Oct – Nov 2017: Modeling, lighting, and rendering *Private Life* (independent film) billboards in Maya and Arnold.

**Gentleman Scholar**, New York, NY

Lead Lighter, Oct – Nov 2016: Online spots for Target's "Nutcracker Suite" campaign.

3D Generalist, June 2016: Modeling, lighting, rendering, and look development for undisclosed project.

**Quietman**, New York, NY

3D Generalist, Sep – Oct 2016: Lighting, rendering, and pre-comp on holiday spots for PepsiCo.

**BBH New York**, New York, NY

3D Generalist, Aug 2016: Modeling, lighting, texturing, and rendering for JBL headphones end tag.

**Method Studios**, New York, NY

3D Modeler, Jul - Aug 2016: Modeled character assets for Footlocker spot and a church for *Rings* (film).

**HUGE Inc.**, New York, NY

3D Generalist, Jul 2016: Modeling, camera animation, and rendering for sales pitches.

**Wolf & Crow / Obsolete Robot**

**3D-Artist**, Los Angeles, CA, Sep 2011 – Feb 2016

Creative work on numerous projects and pitches including feature film, television, internet, short film animation, music videos, and others.

**Specific Highlights**

- Lighting, layout, modeling, and animation for *Love in Time of Advertising* (short animated film).
- Camera tracking, lighting, modeling, and other 3D tasks for television spots including Plants vs Zombies 2, Apple (Beatles iTunes), AT&T World Cup spots, and Google.
- Lighting, layout, modeling, texturing, and editing for Marvel Avengers: Battle for Earth cinematics.

**Meteor Games LLC**

**Lead Character Artist**, West Hollywood, CA, Nov 2007 – Nov 2008

Oversaw animation and character/creature modeling on *Twin Skies*. 3D team liaison with programming, writing and conceptual development teams. Created demonstration of character customization for company's PAX debut.

**Specific Highlights**

- Analyzed department pipeline to discover more efficient ways to utilize resources.
- Planned, directed, and managed projects.
- Coordinated simultaneous development of multiple projects.

**SOFTWARE SKILLS**

Autodesk Maya	VRay	Arnold	SynthEyes	Speedtree
Adobe Substance, Photoshop, Illustrator, After Effects, InDesign	Nuke	Houdini	Microsoft Office	PTGui

**EDUCATION**

- **Google UX Design Professional Certificate**, May 2024 - Current
- **CG Society Workshop — Lighting and Rendering in Maya with Jeremy Birn**, 2009
- **Savannah College of Art and Design — Savannah, GA (2003-2007)**  
B.F.A. Interactive Design / Game Development, Minor Visual Effects

**REFERENCES AND DEMO REEL**

Demo Reel available at <https://www.acuppajoe.com>

References available upon request (or visit [linkedin.com/in/joegrossmann](https://www.linkedin.com/in/joegrossmann))

IMDB available at <https://link.acuppajoe.com/imdb>