

Jose Iturriaga

Concept Artist & Assistant Art Director

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Software

Proficient in Unreal Engine 5, Blender 3D, Photoshop, Clip Studio Paint, Twinmotion, Vectorworks, Procreate and Illustrator. Working knowledge of Maya, Perforce, SketchUp and Rhino.

Skills

Illustration and Concept Art. Set Design, Experiential Design, 3D Modeling, Rendering and Drafting. Architectural and Hard Surface 3D modeling. Low Poly modeling and optimization. Procedural texture management and editing. Creating and developing Real-Time Virtual Sets Import/Export and asset management in Perforce and UE. Working knowledge of hand-painted texture creation. Concept Art for Environments and Keyframe Illustration.

Experience

Kuzeh Creative / Experiential, Concept Art and Set Designer

January 2016 - Present, San Diego, CA

As a freelancer I've had the opportunity to design Live Event spaces, Trade Show Exhibits, Activations and Stage Design, Set Design and Prop Building, Storyboard, Motion Comics, Concept Art and Keyframe Art for clients like Office Depot, Catface, Manitou, Pajunk, AerCap, Mido, Upper Deck, Sony Mobile, WOW Studios and many more.

NVE Experience/FX Networks - The Beauty/Experiential Designer

August 2025 - January 2026, Remote (Los Angeles)

Designed the Experiential activation space for FX Network's The Beauty TV show release. Developed concepts, renders and basic construction plans as well as material, prop, and lighting details.

Account Director: Kelly Atkins, Assistant Creative Director: Heather Carr Wohlken, Producer: Shelby Moss

TBA Film/Stu Segall Productions/Concept Artist and Virtual Production Artist

October 2025 - November 2025, Remote Contract

TBA Film where we recreated an old show Set for Virtual Production and LED Wall projection. Developed assets and in tandem with Set Designers redesigned and developed virtual environments.

Production Designer: David Saenz de Maturana, Art Director: Duncan Ragsdale

Director: Simon Wilson, Unit Director: Rob Legato

TBA Commercial/G-Net Agency/Concept and Previs Artist

June 2025 - July 2025, Remote Contract

TBA tech commercial that required Concept Art development as well as Previs for Virtual Production sets and environments.

Art Director: Andy Rhodes, Art Director: Nicole Murta

Director: David Moodie

NVE Experience/Star Wars X Coca-Cola/Experiential Designer

June 2025 - August 2025, Remote (Los Angeles)

Designed the Experiential activation space for Fandom's Star Wars X Coca-Cola collaboration for San Diego Comic-Con 2025. Developed concepts, renders and basic construction plans as well as material, prop, and lighting details.

Account Manager: Lauren Farberman, Assistant Creative Director: Radley Huley, Design Director: Jadon Immaraju

NVE Experience/HBO Peacemaker - Peacefest/Experiential Designer

May 2025 - July 2025, Remote (Los Angeles)

Designed the Experiential activation space for HBO's Peacemaker's Peacefest event for San Diego Comic-Con 2025. Taking over Nova Bar in Downtown San Diego, I was brought in to create renders and illustrations for the overall look and concept design of the 3 story experience.

Art Director: Frances Lebar, Creative Director: Russell Maclin

Imagined Realities: The Design of Moving Pictures/ ADG/ Concept Artist and Virtual Set Design

August 2023 - October 2023, Remote (Los Angeles)

Worked recreating some sets from The Cabinet of Dr. Caligari, 3D modeled and imported to Unreal Engine for real-time virtual set projection at a volume stage as part of International Production Design Week. Organized by the Production Designers Collective and the Art Directors Guild, as an immersive digital exhibition celebrating the history of Production Design.

Outer Range S2 -RPE/Amazon Studios/Concept Artist

January 2023 - May 2023, Remote (New Mexico)

Working as an Environment artist, helping to develop concepts, Keyframes and Illustrations for the upcoming Season 2 of "Outer Range"

Production Designer: Cece De Stefano, Supervising Art Director: Scott Cobb, Art Director: Gregory Sandoval, Asst. Art Director: Kendra Tuthill.

Batman Azteca- Anima Estudios/WB Animation / Environment Concept Artist

November 2021 - December 2021, Remote (Los Angeles, CA)

Developed Environment Concept Art and Concept Design for the upcoming HBO Max Animated film "Batman Azteca: Clash of Empires" currently in production. Director: Juan Meza-Leon

D Before E, Inc. / Assistant Art Director and Junior Set Designer

September 2021 - May 2022, Remote (Los Angeles, CA)

Assistant Art Director for Unscripted TV Shows including: "Bleacher Report BR100" Set, "What Will They Do Now" Producer Pitch deck, "Bizzy Car" Trade Show project, "Married at First Sight" Reunion Set, "Ultimatum Reunion" Set. "Jeopardy! National College Championship", "The Cube" S2, "The Daily Show" with Trevor Noah.

Art Director: Dave Edwards, Assistant Art Director: Lauren Browning

Live Entertainment Shows/The Show Company/ Concept Artist

August 2023 - October 2023 contract, Remote (Nevada)

Working as Concept Artist to help develop stages and overall look for Live Shows in Las Vegas. Create sketches, concepts, 3d models and renders of Set and Props for a variety of looks and styles.

Mictlán: The Video Game-Meta Studios / Environment Concept Artist

August 2021 - November 2022, Remote (Mexico City)

Working as an Environment artist, helping to develop concepts, as well as, modeling props and buildings for the upcoming video game "Mictlán - An Ancient Mythical Tale"

Director: Guillermo Alarcón, Art Director: Yash Karthik

The Chemical Factory-Anihaus Inc / Set Designer and 3D Modeler

April 2021 - July 2021, Remote (Los Angeles, CA)

Designed and created a historical city in China set in the 1950's. Photo-modeled Neo Classical buildings and optimized Photogrammetry models. Exported models to UE4, managed assets, props and did set decoration throughout for the Animated Documentary Short: "The Chemical Factory"

Education

Studio Arts Los Angeles

August 2022 - Current, Los Angeles, CA (Remote)

Virtual Set Design Production. Unreal Engine 5 Connectors program and VAD training.

Emile Cohl Atelier

March 2022 - June 2022, Los Angeles, CA (Remote)

Compositing in Nuke, Unreal Engine 5, Matte Painting, Composition & Staging, Modeling, Lighting and Rendering in Maya 3D.

Brainstorm School

September 2019 - December 2021, Rancho Cucamonga, CA and Remote

Design with Color and Light, World Building, Concept Art, Fantasy and Painterly Landscape, Hard Surface Design.

Syn Studio École d' Art

January-July 2021 (Remote Montreal Canada)

Environment Design course and Intro to Matte Painting

Universidad Iberoamericana/ Bachelor's Degree in Industrial Design

Fall 1994 - Spring 1999, Mexico City, MEXICO

Specialized in Exhibit Design and recipient of BA Degree awarded with Academic Excellence.

Affiliations

Art Directors Guild Local 800

ADG DEI Committee

ADG YAC Committee

Concept Art Association

Languages

Spanish

English