

# CHRISTIAN MARTINEZ LIZAMA



## Art Director/Creative Director

[www.christianmartinezlizama.com.au](http://www.christianmartinezlizama.com.au)

[www.Tenderizergames.com](http://www.Tenderizergames.com)

[Linkedin Profile](#)

Creative Director / Art Director with **20+ years of experience** in AAA and indie game development. Proven leadership on award-winning franchises, including **BioShock, XCOM, and Borderlands**. Expert in shaping the **visual direction of games** across PC, console, mobile, and VR. Equally strong in **hands-on art production** (concept to 3D environments, level design) and team leadership. Adept at guiding cross-disciplinary teams, pitching creative visions, and delivering outstanding player experiences.

## Creative & Art Director

Tenderizer Games | Oct 2024 – Present

- Spearheading creative vision and production pipelines for original IPs using UE5
- Leading environment and vehicle design with a small agile team.
- Responsible for shaping visual identity and prototyping gameplay concepts and marketing material.
- Designed and implemented a custom production pipeline
- Storytelling, including original story, dialogue, and lore.

## Art Director

Virtuos Shanghai | Oct 2022 – Oct 2024

- Oversaw visual development of AAA titles in partnership with major studios.
- Directed art teams across characters, environments, concept art, and UI.
- Collaborated closely with Retro Studios on art development, narrative elements, and production pipeline, ensuring seamless alignment between visual direction and gameplay for *Metroid 4* (Nintendo Switch).

## Principal Environment Artist/Lead Artist

Build A Rocket Boy | 2021

- Worked on *Everywhere*, a large-scale MMO title.
- Developed modular environments and pipeline tools using UE4.

## Personal Projects

### Personal Projects (Creative & Art Direction)

- **ARES 2192** – Sci Fi racing adventure game | PC, Console | UE5
- **AEONS - Oceans of Time** –| 3DUnity - Conceptured for Consoles
- **SAPIENS! Prehistoric Mischief** – VR | Unity & Oculus - Conceptured for Consoles

## Key Skills

- **Creative Leadership:** Art Direction, Visual Development, World-Building, Pitching IP
- **Technical Expertise:** Level design, 3D Modeling, Texturing, Animation, UI, Video Editing
- **Engines & Tools:** Unreal Engine 4/5, Unity, 3DS Max, Photoshop, Premiere, Miro
- **Soft Skills:** Team Leadership, Cross-Disciplinary Communication, Remote Collaboration, Client-Facing Experience. International career.

## Education

- **Graphic Design Diploma** – Randwick College, Sydney, Australia
- **Architectural Studies** – Sydney College, Sydney, Australia
- **Fine Arts & Photography** – St George College, Sydney, Australia