



JACOB ROMEO LECUYER

CREATIVE DIRECTOR • VIS DEV ARTIST

Jacob Romeo Lecuyer, Creative Director, has over 20 years of experience working in visual storytelling as both a leader and a multidisciplinary artist. Jacob was the lead visual developer for Meow-Wolf Denver, where he led teams of concept artists who helped deliver a ground breaking, five story, \$60M immersive, interactive experience that has seen over 1 million visitors. Jacob then co-founded Astronewt, an independent entertainment studio in the Seattle, Washington area. He enjoys working across the entire project life cycle whether it's pitching, planning, or leading teams in production.

EXPERIENCE

2020 - 2023

CREATIVE DIRECTOR

Seattle, WA

ASTRONEWT

As Creative Director for Astronewt Studios, I am tasked with providing clear leadership for the company by working with employees and executives to establish short and long-term goals, action plans, and strategies. I manage our creative workforce and related budgets, ensuring resources are allocated properly.

I am responsible for the design and final look of our projects, across all platforms. I manage teams of artists and must develop creative and effective methodologies to help us tackle new problems together. I oversee the development of expressive, clear, creative ideas and help translate those ideas into something engaging for the end user. I allocate resources amongst our different departments for multiple productions across a multitude of platforms. Other responsibilities include having expertise in many areas of design; being open minded to new ideas and methods in regards to organizing production pipelines; and coordinating different departments to move a project towards the most successful of possible outcomes.

2018 - 2020

LEAD VISUAL DEVELOPMENT ARTIST

Sant Fe, New Mexico

MEOW WOLF

As Visual Development Lead, I led a team of designers, and facilitated in the collaboration between art and creative direction. I coached my team to develop ideas through rapid iteration in order to discover the essence of an idea. I worked to translate those concepts into visualizations that were useful to stakeholders across multiple teams creating the characters, themes and interactive environments that Meow Wolf is famous for.

Acting as a conduit of visualization and creative development required me to be adept in many art styles. I worked with numerous creative partners to take a project from a seed of an idea to a fully fleshed out creative plan, sometimes working closely with an artist or director through myriad iterations to get it right. As a principal artist I was expected to work with relative independence and steer a group idea to the point of final production.

2015 - 2018


DEPARTMENT HEAD/PROFESSOR OF VISUAL DEVELOPMENT AND ILLUSTRATION


Sant Fe, New Mexico

LAUREATE INTERNATIONAL

In 2015 I was recruited by SFUAD to team up with Disney Artist David Gardner to build and run their 120 unit Digital Arts and Visual Development program. My duties included curriculum development, course management, faculty hires, managing our department budgets, as well as coaching and mentoring teams of students developing projects for the world of games, film and animation.

CONTACT

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