

Chidi Mbadugha

3D Visual Storyteller

ChidomoCG@gmail.com | www.chidomo.com

SUMMARY

Senior 3D Artist and Art Director specializing in real-time storytelling, cinematic visualization, and mixed reality experiences.

Blends creative direction with hands-on production across Unreal Engine, real-time pipelines, and high-end rendering. Known for translating complex ideas into clear, compelling visuals.

CORE SKILLS

- Real-Time 3D and Offline Renderers (Unreal Engine, Unity, 3dsmax,C4D)
 - Cinematic Visualization & Storytelling
 - Look Development & Rendering (Redshift, V-Ray)
 - 3D Pipeline (Modeling, Lighting, Texturing, Optimization)
 - Mixed Reality (HoloLens 2)
 - Motion + Post (After Effects, Premiere)
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EXPERIENCE

Microsoft —Principal 3D Artist/Art Direction

2020 – Present

- Lead 3D direction and production for mixed reality and product storytelling initiatives
- Create cinematic 3D visuals and animations combining real-time and pre-rendered workflows
- Translate complex technical concepts into clear, high-impact visual narratives
- Guide and mentor 3D artists across large-scale application and content builds
- Defined HoloLens content creation standards balancing visual fidelity and performance

Microsoft —Lead 3D Artist

2018 – 2020

- Lead 3D direction and production for mixed reality and product storytelling initiatives
 - Create cinematic 3D visuals and animations combining real-time and pre-rendered workflows
 - Translate complex technical concepts into clear, high-impact visual narratives
 - Guide and mentor 3D artists across large-scale application and content builds
 - Defined HoloLens content creation standards balancing visual fidelity and performance
 - Delivered internal talks on real-time pipelines and optimization strategies
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Aquent (Microsoft Mixed Reality / Launch Vector) — 3D Artist

2017 – 2018

- Built and optimized 3D assets for HoloLens and mixed reality applications
 - Worked across full pipeline: concept → modeling → lighting → animation → optimization
 - Produced high-quality renders and animations for product visualization and demos
 - Collaborated across disciplines to solve real-time performance constraints
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Microsoft Game Studios (Turn 10 – Forza Franchise) — Environment Artist

2011 – 2016

- Created and optimized high-quality assets for physically based rendering pipelines
 - Developed track environments, materials, and shaders for AAA racing titles
 - Collaborated with external vendors to ensure asset quality and consistency
 - Contributed to R&D for next-gen track technology and workflows
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Early Career (Zipper Interactive, Flowplay, Pipeworks, etc.)

2004 – 2011

- Modeled, textured, and lit environments and characters for console titles
 - Contributed to projects including SOCOM and Godzilla titles
 - Built strong foundation in real-time asset creation and optimization
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TOOLS

Unreal Engine, Unity, 3ds Max, Cinema 4D, Maya, ZBrush, Substance Painter, Photoshop, After Effects, Premiere, Redshift, V-Ray

EDUCATION

DigiPen Institute of Technology — AAS, 3D Animation & Design