Max Glascott

CREATIVE DIRECTION / TECH ART / XR / EXPERIENTIAL / GAME DEV

Los Angeles Metro · Remote-first · open to relocation

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Art lead with twenty years across XR, real-time 3D, experiential design and post-production. I lead teams while staying hands-on in design and asset creation, contributing from first concept to final build across pipelines, toolsets and performance budgets. I bridge technical, creative and product teams, equally at home on quick-turnaround client work and long-haul product development, supporting and iterating on live features well past launch.

EXPERIENCE

Director / Developer

VERMILION LLC · Los Angeles · Jan 2026 - Present

- Co-founded a multidisciplinary indie studio with a longtime collaborator: game development, creative technology work-for-hire, creative direction and design.
- Own creative direction and studio identity end to end: wordmark, visual system, release formats, and the public face of the studio across site and channels.
- Direct client engagements for GPJ / Google Cloud, Lightsail VR / Meta, and Applied VR, from scoping and pitching through delivery.
- Client delivery for GPJ / Google Cloud, Lightsail VR / Meta, and Applied VR across real-time and XR builds.
- Building internal tooling, both hand-coded and AI-assisted, to speed up iteration on art and gameplay work.
- Two original titles in development: a multiplatform cozy idle game and a sci-fi action rogue-lite.

Technical Art Lead (Management)

Meta (Supernatural) · Los Angeles · Feb 2023 - Apr 2025

- Led creative and technical implementation for a flagship VR fitness platform, working with design, engineering and leadership from ideation through ship.
- Contributed creative and technical implementation across fitness and multiplayer modalities, from prototype through release.
- Managed and mentored a team spanning technical art, environment art and sound design; set and held the quality bar for shipped work.
- Owned full-stack asset delivery into Unity (models, textures, materials, animation, SFX and VFX) for modality content and gameplay tuning.
- Partnered with graphics engineering to build a new HDR and lighting toolset adopted across the whole art team.
- Co-directed motion capture from shoot through final in-engine implementation for the multiplayer tutorial.
- Coordinated UI/UX between design and engineering across the Quest app, carrying designs through to shipped Unity implementation.

Senior VR Designer

Within (Supernatural / Wonderscope) · Los Angeles · Sep 2019 - Feb 2023

- Early design hire on the team that launched Supernatural on Quest and carried it to acquisition by Meta in 2023.
- Gameplay design, VFX, UI/UX and sound design in Unity across the full product lifecycle.
- Produced marketing and campaign material alongside product work.

Lead Artist

TRIPP, Inc. · Los Angeles · Dec 2017 - Oct 2019

- Early team member at an XR startup; designed the initial asset library and built the artist pipeline from zero.
- Established toolsets, naming and authoring conventions that carried the product across multiple headsets and mobile platforms.
- Set the visual language for the product and worked directly with engineering and leadership to make it shippable under startup constraints.

Freelance 3D Artist

Imaginary Forces · Block & Tackle · LittleBits · B Reel · New York · Nov 2016 - Dec 2017

- Contract Cinema 4D / Octane artist designing, animating and rendering for commercial, streaming and enterprise platforms.
- Clients: Pepsi, Netflix, Google, Disney (Star Wars).

Lead Designer / Front-End Developer

M1 Interactive, Inc. · Chicago · 2011 - 2014

- Built interactive installations on Unity3D with Kinect, Leap Motion and the original Oculus DK.
- Led design on museum, trade show, retail and corporate installations, concept through on-site delivery.
- Stack: Adobe suite, Unity / C#, Cinema 4D, Flash AS3, JavaScript, OpenCV.
- Clients: Adler Planetarium, Sears, Wizards of the Coast, Break.com, Glenlivet.

Assistant Editor

Optimus · Chicago · 2003 - 2006

- Offline editing and film-to-tape post-production on Avid.
- National spot work for McDonald's, Dell, U.S. Army, Sears and Unilever.

SKILLS

GAME DEV & XR

Unity / C# · Quest & standalone XR · Gameplay & interaction design · VFX and shaders · Performance budgeting · HDR & lighting pipelines · UI/UX implementation

DIRECTION & LEADERSHIP

Creative direction · Team management & mentorship · Art & production pipeline design · Cross-discipline facilitation (design ↔ eng) · Concept-to-ship ownership · Client & stakeholder management

EMERGING

AI-assisted workflows · Agentic tooling for pipeline & admin · Rapid prototyping with LLM coding tools

3D & MOTION

Cinema 4D · Octane / Redshift · Modeling, look-dev, animation · MoCap direction · Houdini-adjacent procedural workflows · Adobe suite (AE, Ps, Ai)

EXPERIENTIAL

Projection mapping · LED & large-format content · Kinect / Leap Motion / sensor input · Live render & show control · On-site support