



Look-Development Artist (Shading & Lighting)

Role Overview:

As a look-dev artist, you are the final architect of visual fidelity. You take raw 3D geometry and breathe life into it, transforming digital shapes into "hero" assets that define modern advertising. Your mission is to balance physics with artistry—defining exactly how surfaces behave and crafting lighting environments that don't just look "real" but evoke a specific emotional response. You're the one who makes a product look so tactile the audience wants to reach out and touch it.

Key Responsibilities:

Material Authoring: Create complex, physically accurate shaders (PBR) for plastic, metal, glass, and liquids.

Texturing: Paint detailed maps (diffuse, roughness, normal, and displacement) to add realism like fingerprints, dust, or micro-scratches.

Lighting & Composition: Set up studio lighting or environment-based lighting (HDRI) to highlight the product's best features.

Rendering & AOVs: Manage the Redshift render settings and output AOVs (render passes) for the compositing team.

Technical Requirements:

Software Mastery: Deep expertise in Maya/Redshift or Blender/Cycles/Redshift.

Texturing Tools: Mastery of Adobe Substance 3D Painter or Quixel Mixer.

Unreal Engine: Proficiency in the Unreal Material Editor and Lumen for real-time look-dev.

Color Theory: Strong understanding of ACES workflow, color grading, and photographic principles (f-stops, focal lengths, and bokeh).