



JACOBUS ADRIAAN LUBBE

Let's work together!

I am currently self-employed - looking for contracted or permanent employment in the Gaming and eSports fields.

I am a stable young man with experience in Gaming, eSports, Design, Advertising and Marketing. I reside in Los Angeles - originally from South Africa.

I am truly passionate about the impact that Gaming can have on individuals and communities.

I eagerly await the chance to deliver my diverse skills into a role that can bring that to action. Contact me for further discussions and evidence of my skills and qualifications.

Looking forward to hearing from you.
Adriaan

JACOBUS ADRIAAN LUBBE

MULTI-SKILLED DESIGNER

Ready for new challenges that
shape and impact the world through
Gaming and community.



SKILLS

- English - First Language
- Game-Play Design & Analysis
- Player Management
- Gaming Community Promotion
- Art Direction
- Software: Adobe Creative Suite, Unreal Engine, Autodesk Maya, Substance Painter, Social Media business tools - Twitch, YouTube, Facebook, Instagram.

CONTACT

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- www.adriaanlubbe.com
- Los Angeles, CA

VOLUNTEERING EXPERIENCE

WARHAMMER

Los Angeles, California | 06/2024 - Present

- Brand building - art and hobby content: instagram/adies_armies/
- Professional miniature painting. Awards: Warhammer: Glendale Armies on Parade & Mini of the Month; and finalist for Warhammer: Monrovia Rusty Nurgling and The Army Painter Awards at the Las Vegas Open 2025.
- Community Ambassador & Tournament Organizer in Glendale, Burbank and Pasadena for the Warhammer 40000 tournament circuit.

DOTA 2

Los Angeles, California | 05/2022 - 02/2024

North America Dota 2 Challenger's Cup & The League of Lads - North America

- eSports Casting and Streaming on Twitch.
- eSports Team Identity creation and branding.
- League promotion and sponsorship generation.
- Team & player organization and management.

EMPLOYMENT EXPERIENCE

ART DIRECTOR

SELF-EMPLOYED

Cape Town, South Africa | 11/2019 - 05/2020

Los Angeles, California | 09/2022 - Present

- Freelance basis - Art Direction, Marketing Consultation, Graphic Design, Game Testing.
- Business Financial reporting and budgeting.
- Client relations.

DESIGN SPECIALIST

MONDAY DESIGN

Cape Town, South Africa | 01/2019 - 10/2019

- Brand Identity and Graphic Design.
- Clients: International Banks, Law Firms, South African consumer goods Businesses and Art Galleries.
- Copy writing and editing.

JUNIOR ART DIRECTOR

OGILVY & MATHER - GEOMETRY GLOBAL

Cape Town, South Africa | 12/2015 - 12/2016

- Art Director and Graphic Design for Marketing Campaigns.
- Clients included: Automobile - Volkswagen & Audi, Cosmetics - Revlon & Mitchum, Insurance: KGA Life Insurance, Retail - Edcon Limited.

EDUCATION

DUAL MASTERS: GAME DESIGN & GAME ART (2 YEARS)

Universal Arts School
Valencia, Spain

2022

- Cum Laude (75%+)
- Masters in Game Design - Game Conceptualization and Player-Experience Design.
- Masters in Game Art - 3D modeling and texturing for game-play assets.

POSTGRADUATE DIPLOMA: INNOVATION & DESIGN THINKING (1 YEAR)

Emeritus Institute of Management
Singapore

2019

- Focus on Applied Creativity and Innovation Design.
- Courses offered by US Ivy League Schools: Columbia, Brown & Dartmouth.

BACHELOR OF ARTS: CREATIVE BRAND COMMUNICATION (3 YEARS)

AAA School of Advertising
Cape Town, South Africa

2018

- Top Overall Faculty Student - The Jupiter Drawing Room AAA Excellence Award.
- Top Graphic Design Student - The Bewilder AAA Excellence Award.
- 1st Place MCC GLS 2018 Label Design Competition.
- Undergraduate degree focusing on brand communication for Art Direction in Marketing applications.
- Exempted from year one of studies due to previous qualifications.

DIPLOMA IN MULTIMEDIA DESIGN AND PRODUCTION (2 YEARS)

City Varsity School of Media and Creative Arts
Cape Town, South Africa

2016

- All Subjects passed with Distinction.

NATIONAL SENIOR CERTIFICATE (HIGH SCHOOL)

Bishops Diocesan College
Cape Town, South Africa

2010

- All Subjects passed with Distinction - USA equivalent of a 4 to 5 GPA.
- Awarded for Leadership.
- Prizes won for Artistic ability and Mathematics.

PART TIME

CONCEPT ART

Friends of Design Academy of Digital Arts
Cape Town, South Africa

2018

- Game character development.
- Game asset conceptualization.
- Concept Illustration and digital painting.

DIGITAL COPYWRITING

AAA School of Advertising
Cape Town, South Africa

2018

- Copy writing for Art Direction and Advertising applications.