Laura Gatti

Art Director · Team Builder · AI Production Leader

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SUMMARY

Art Director with 15+ years across games, fashion and advertising, operating at Head-of-Art scope. Currently leading a live-service studio's move toward **AI-assisted production** — designing pipelines, training custom models, and building the standards that let a small team ship at large-studio velocity without lowering the bar. Art directed Mergemon Wilds from early prototype to live game, and shipped Twilight Towers (now Merge Grove) globally (June 2026) on a sustained **2-hero-per-month** cadence. Built the Two Dots art team from scratch and grew a Technical Artist role into an Art Director role over eight years. Comfortable at every level of the stack — hands on the pipeline, mentoring artists, or in the room with VPs.

EXPERIENCE

Art Director · Fortis Games — *Mergemon Wilds* — *Brooklyn · 2026 – present*

Mobile merge game · live on Google Play · liveops art scheduled through February

- Took the project over at an early prototype (~month 5 of production) and brought it to a polished live game in about three months — defined the art style and built the production pipeline.
- Production is almost entirely AI-generated: thousands of assets, from Mergemon characters and village art to liveops event, Season Pass and offer art, with a concept artist, a technical artist and a UI team.

Art Director · Fortis Games — *Twilight Towers* (now Merge Grove) — *Brooklyn · Aug 2024 – 2026*

Mobile merge + tower-defense · shipped globally June 15, 2026

- Modernized inherited art direction to a cleaner, more premium style while shipping — art bible V2 (Feb 2026) is the current canonical.
- Lead a team of **~20** (internal 2D/3D, VFX, tech art, UI + outsource partners Dardo and Bosi); direct-manage **8** including three Senior artists.
- Operate the AI-first mandate end-to-end: **7 custom LoRAs** in production plus a proxy-based dragon pipeline (AI lowpoly → parallel rig/anim/texturing) that makes the **2-hero-per-month** cadence sustainable.
- Built **5 Claude project agents** (meeting prep, asset tracker, velocity, outsource, prefab-change alert) plus a Python weekly-report script — reduces team-wide operational overhead.

Art Director · Fortis Games — *Guess That!* (unreleased) — *Brooklyn · 2023 – 2024*

- Created the artistic vision and shipped-quality art bible for a new cross-platform (PC + mobile) game concept.
- Hired and built the first dedicated 2D + 3D in-house art team; defined studio-wide processes, systems and pipelines reusable across future titles.
- Designed the game's UI ruleset and design system with the UI artist — component-level rules that kept the small team shipping at production speed without style drift.

Art Director · PlayDots — *Two Dots* — *New York · 2018 – 2022*

Previously Technical Artist & sole Animator (2014 – 2018), same title

- Grew from Technical Artist to Art Director over eight years on the same title — the arc a live-service game needs.
- Built the in-house art team from scratch; managed **10+ contractors** at peak. Focus: scaling the team, safeguarding craft, keeping iteration fast.
- Designed and art-directed **700+ medallions and badges**, shipped Scavenger Hunt as a live-service system (**24 animated maps a year**), and the Flip collectible feature with its own visual language.
- As TA / sole Animator (2014 – 2018): implemented every mechanic, saga map, UI moment, feature and VFX in Unity; established the minimalist animation language Two Dots became known for.

Window Display Designer & 3D Concept Artist · Gucci — *Florence, IT · 2010 – 2014*

- Luxury retail concepting on a three-person team — window installations, packaging and product staging for Gucci flagships worldwide (Antonia Milano *Cruise 2016*; Year of the Horse HK; Hirohiko Araki × Gucci Firenze exhibition). Owned each proposal end-to-end: props, staging, 3D modeling, texturing, lighting and rendering.

Junior Art Director · Lowe Lintas — *Milan, IT · 2009 – 2010*

- Concept and art direction on print and digital campaigns for consumer brands.

SKILLS

Leadership · Team building & mentorship · Hiring & onboarding · Outsource management · Cross-functional collaboration · Roadmap & capacity planning · VP-level stakeholder communication

Craft · Art direction · Style guide & art bible authoring · Concept & illustration · Character & environment · Watercolor · UI direction · Motion & VFX direction

AI Production · ComfyUI & custom LoRA training · Sketch-to-render pipelines · Claude project agents · Prompt engineering · Proxy-based 3D pipelines · Model evaluation (Qwen, Tripo, Hyper3D)

Production · Unity · Perforce / P4V · Git / GitHub · ClickUp · Notion · Miro · Google Drive · Figma · Adobe CC · Blender fundamentals · Python for automation

EDUCATION & RECOGNITION

BFA, Communication & Graphic Design — Politecnico di Milano · *Milan, IT · 2009*
IndieCade Festival · *Exhibited independent game project*