

JOEY RELOUW

3D VR/AR Environment Artist

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Web www.joeyrelouw.com



WORK EXPERIENCE

- **3D VR/AR Environment Artist** 5/2016 - current
Cradle Research & Development - Breda.
Activities: Creating content for different (VR & AR) platforms and project management.
- **3D Artist Internship** 2/2015 - 6/2015
Codeglue - Rotterdam.
Activities: Creating 2D and 3D environments for Terraria and Antegods.
- **Harvest Employee** 2006 - 2016
Gommans Flowers - Egchel.
- **Mixit (College Company)** 6/2015 - 8/2016
SintLucas - Boxtel.
Activities: Creating a product with a group of students and actually setup a marketing strategy to sell the product.
- **2D Graphic Design Internship** 2/2010 - 7/2010
Koudijs buro voor ontwerpen - Tilburg.
Activities: Creating corporate identities, flyers, posters, photography.
- **2D Graphic Design Internship** 2/2010 - 7/2010
Pansign Communicatie - Panningen.
Activities: Creating corporate identities, flyers, posters, stickering.



EDUCATION

- **Bachelor of Science 3D Visual Art** 2011 - 2016
Academy for Digital Entertainment NHTV - Graduated.
- **2D Graphic Media Designer** 2007 - 2011
SintLucas MBO 4 - Graduated.
- **VMBO T (preparatory middle-level vocational education)** 2003 - 2007
Bouwens van der Boije College - Graduated.

Computer Skills

Autodesk Maya	Excellent
Substance Designer	Good
Substance Painter	Good
Unreal 4	Excellent
Unity 5	Excellent
3D Coat	Basic
xNormal	Excellent
Roadkill	Excellent
Pixologic Zbrush	Good
Google Sketchup	Good
nDo	Basic
Adobe Photoshop	Excellent
Adobe Indesign	Excellent
Adobe Illustrator	Excellent
Adobe After Effects	Good
Microsoft Office	Good

Languages



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PUBLICATIONS

- **A VR Game to Teach Underwater Sustainability while Diving** 2017
Calvi, L., Pereira Santos, C., Lucrezi, S., Sarà, A., Relouw J., Endrovski, B., Rothwell, C., Palma, M. and Pantaleo, U., - Proc. of the SustainIT conference 2017.
- **Can a VR game increase awareness in a sustainable marine behaviour?** 2017
Calvi, L., Pereira Santos, C., Lucrezi, S., Sarà, A., Relouw J., Endrovski, B., Rothwell, C., Palma, M. and Pantaleo, U., - Proc. of ESMEA Conference, Malta



POSTER PRESENTATIONS

- **5th IFIP Conference on Sustainable Internet and ICT for Sustainability, Sustain IT 2017** 06/07-12- 2017
NHTV - Funchal, Portugal.
- *Activities:* Presenting a publication together with the poster.



PROJECTS

- **RECOVERY** 04/2018 - present
Cradle R&D & Novadic Kentron - Develop and test a Virtual Reality application to be used in therapy that helps people deal with alcohol addiction. By recreating real contexts in VR that either stimulate craving or elicits positive feelings the VR application should increase among others self confidence to deal with these situations and reduce relaps risks.
- **VIBE Creating Virtual Humans** 01/2018 - present
Cradle R&D - Together with 13 partners, Breda University will be part of a project totaling 7 million euros to develop virtual humans for training purposes in healthcare.
- **Augmented Reality Brand Segmentation Model** 01/2017 - 05/2017
Cradle R&D & Sanoma - The first Brand Segmentation Model in Augmented Reality using Microsoft HoloLens. Creating and testing A virtual Reality experience of the BSR Quality Segmentation Model.
- **Fear or Love: an innovative VRET** 01/2017 - 04/2017
Cradle R&D & CaptainVR - Develop and test the virtual reality exposure therapy (VRET) application Fear or Love, an idea created by CaptainVR and powered by Samsung via a price winning award. The idea behind Fear or Love is with the use of Virtual Reality help people to cope with social fears such as speech stage, presentation and performance anxiety.



Interests

Cooking
Drawing
Fishing
Movies
Gaming
Logging
Hiking

VR/AR Experience

HTC Vive
Oculus Rift
Microsoft HoloLens
Samsung Gear
CAVE system

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PROJECTS

- **Descend** 2017
Cradle R&D - Descend is a virtual reality game initially made by a small team of ADE game students, in the HTC Vive, using vertigo (i.e. dizziness characterized by a sensation of whirling motion, either of oneself or of external objects) to lift simple "course" challenges to a terrifying new level.
- **The Dancer Awakens** 2017
Cradle R&D - A holographic-animation-short-film for the Microsoft Hololens, which was showcased at the 'Go Short – International Short Film Festival' in Nijmegen. Using techniques like motion capture we a ballerina dance on top of a real life table.
- **Marine Spatial Planning Challenge 2050** 2016 - present
Cradle R&D - The 2014 EU directive on Maritime Spatial Planning (MSP) lays down obligations for the EU member states to establish a maritime planning process, resulting in a maritime spatial plan by 2021. The MSP Challenge uses game technology / game techniques to moderate the MSP requirements. Hundreds of real data and planning layers that can be used to analyse conflicts.
- **Traces: Together Reaching AudienCES** 10/2016 - 10/2016
Cradle R&D - TRACES aims to help the European museums on identifying, developing and sharing know-how, competences and skills required to develop and implement a digital strategy focused on audience development. Traces is funded by Creative Europe.
- **Virtual Reality Candidate Journey** 04/2016
Cradle R&D & Aegon - Test and create the first Aegon Virtual Reality Candidate Journey. How VR can help to reach and engage candidate employees.
- **Samsung VR Jam** 2016
Cradle R&D & Samsung - Push it to the limits: the first Samsung VR JAM organised by Cradle, Samsung and the NHTV.
- **GreenBubbles Dive** 2016
Cradle R&D - GreenBubbles Dive is a virtual reality experience that lets you explore underwater environments. The environments are built based on real life locations using photogrammetry data collected by marine biologist traveling around the world.