CGI ARTIST & ART DIRECTOR

Catello Gragnaniello

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CGI Artist and Art Director with 8+ years of experience creating product visualisation, launch films and digital fashion, carrying projects from visual development through animation, rendering and final delivery.
Clients and brands include Sony, Fnatic, GIANTX, Dolce & Gabbana, JD Sports and Pantone.

EXPERIENCE

Art Director & Digital Artist
2017 — Present

Freelance — Naples, Italy

- Creative direction from concept to final delivery, ensuring aesthetic and qualitative consistency across projects
- 3D asset creation: modeling, texturing, and photorealistic rendering for commercial campaigns
- Digital fashion & sculpting: garment simulation, textile physics, and character sculpting

> Sony · Acer · Dolce & Gabbana · JD Sports · Pantone · Epic Games (via Fnatic)
> Music: Afrojack · Dillon Francis · Agents Of Time · Flexfab · MN5T

Digital Artist — Invited
Dec 2023 — Apr 2024

Dolce & Gabbana — Milan, Italy

- Invited artist for the international exhibition *"Dal Cuore alle Mani"* at Palazzo Reale, Milan
- High-fidelity CGI production commissioned for immersive installations
- Works published in the official Rizzoli New York catalogue

Lead 3D Artist
Jan 2022 — Mar 2024

GIANTX LTD — London, UK (Contractor, Remote)

- Technical and creative direction of 3D production pipeline for esports brand assets
- Photorealistic product visualization for tech merchandise and hardware
- Motion graphics and animation for product launches

Lead 3D Artist
Jan 2019 — Dec 2021

Fnatic LTD — London, UK (Contractor, Remote)

- Led 3D production and CGI for world-class esports organization
- Digital apparel and motion content ownership
- Collaboration with Epic Games for global 3D asset campaigns

SELECTED RECOGNITION & MEDIA

- NVIDIA Studio — Producer of 5-part professional masterclass series on CGI pipelines (2021)
- Plastik Magazine — Monographic interview, print & digital edition
- Visual Atelier 8 — "Masters Light and Color into Fantastical Realms"
- Hue & Eye (2023) — Interview on 3D humanoids & digital aesthetics
- Abduzeedo (2021) — CGI Spotlight: ASIMOV Series
- Aste Cambi — Selected for contemporary Digital Art auction catalogue
- Italian 3D Vision — Featured as leading Italian 3D digital artist

EXPERTISE & TOOLS

Art Direction · Product Visualization · Lighting and Texturing · Project Managing · Digital Cloth Design · Animation · Simulation · Motion Design

CORE 3D & RENDERING
Cinema 4D · Octane · Unreal Engine · Substance 3D Painter · iClone · Daz Studio

ADDITIONAL 3D · BASIC
Blender · Redshift · Houdini

DIGITAL FASHION
Marvelous Designer · CLO3D

OTHER CREATIVE TOOLS
DaVinci Resolve · After Effects · Premiere Pro · Photoshop

AI & GENERATIVE WORKFLOWS
ComfyUI · Local inference · Online image & video models · AI-Assisted Creation · MCP

PUBLICATIONS

D&G: From the Heart to the Hands
Rizzoli New York, 2024

Computer Generated Anthology
Gingko Press, 2023

Palette 08: Iridescent
Victionary, 2018

EDUCATION & LANGUAGES

Graphic Design — Accademia di Belle Arti di Napoli, 2012–2017 · 110 cum laude

Italian (Native) / English (Professional)