


# IGNACIO CANDEL

 [linkedin.com/in/ignaciocandel](https://www.linkedin.com/in/ignaciocandel)

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 Spain - Open to relocation



**15+ years in digital art, game production, and creative leadership, with 50+ shipped titles across regulated gaming markets in the US, Europe, LATAM and Asia. Experienced in leading multidisciplinary teams, scaling art pipelines, and aligning visual direction with product goals, player engagement, and cross-device performance. Experience delivering games in regulated real-money gaming environments across international markets**

## PRODUCTION & LEADERSHIP SCOPE

- 90+ shipped titles across international gaming markets
- Team leadership: 6+ artists and motion designers
- Markets: US, UK, Asia, LATAM and Europe
- Domain: iGaming
- Engines & Technologies: Unity, Unreal Engine, PixiJS, Design and Creative Software
- Core Focus: visual direction, production scaling, cross-device optimization, player engagement

## PROFESSIONAL EXPERIENCE

### ART DIRECTOR | ACCAMAX

2024 – Present | Remote from Malaga, Spain

[accamax.com](https://www.accamax.com)

Leading art direction and visual development across slot game titles for international gaming markets.

- Lead visual direction and art production across multiple titles from concept to release
- Contribute to product roadmap discussions, aligning art direction with market expectations and player experience
- Support the scaling of the art function by improving team structure, workflows, and production standards
- Coordinate with engineering teams to ensure asset optimization, cross-device consistency, and smooth implementation
- Guide external partners and third-party studios, ensuring quality, consistency, and integration across pipelines
- Maintain high visual standards across all projects, ensuring consistency with brand and product goals

### FOUNDER & PRODUCT CREATOR – SPINATIVE

2025 – Present |

[spinative.com](https://www.spinative.com)

- Founded an AI-powered platform for slot game creation and production workflows.
- Designed product vision, UX, branding, and go-to-market strategy.
- Built tools connecting game design, art production, feature development, and marketing assets within a unified workspace.
- Led roadmap definition and early customer onboarding.

## **ART LEAD | THE WORKSHOP – INVENTORS OF PLAY**

2022 – 2024 | Málaga, Spain

Selected Clients: [www.goragames.com](http://www.goragames.com) (USA) / [www.realisticgames.co.uk](http://www.realisticgames.co.uk) (UK).

Led art production across multiple slot game titles for international markets (US, UK, Asia).

- Led a team of artists and motion designers delivering high-quality slot game titles
- Defined visual direction, themes, and style consistency across multiple productions
- Managed asset reviews, feedback cycles, and production workflows to ensure delivery quality and efficiency
- Collaborated with game design, development, and stakeholders to align art direction with gameplay and product goals
- Maintained production standards across concurrent projects in a fast-paced studio environment

## **GAME ART TEAM LEAD | ARCADEM**

2021 – 2022 | Málaga, Spain

[Portfolio](#)

Led visual development for casual and mobile game titles, coordinating art production and implementation.

- Led the art team delivering assets across multiple game projects
- Defined visual style and ensured consistency across characters, environments, and UI
- Coordinated with developers to align asset production with technical requirements
- Managed production workflows to ensure efficient delivery of game-ready assets

## **2D GAME ARTIST | ARCADEM**

2020 – 2021 | London, UK

[Portfolio: jggycandel.wixsite.com/portfolio](http://jggycandel.wixsite.com/portfolio)

Produced visual assets for mobile game titles, supporting the development of characters, environments, and UI.

- Created characters, environments, and UI elements for game production
- Collaborated with art leads and developers to integrate assets into the game engine
- Contributed to visual polish and consistency across game features

## **ILLUSTRATOR / CONCEPT ARTIST | FREELANCE**

2007 – 2020 | Global

[Portfolio: jggycandel.wixsite.com/portfolio](http://jggycandel.wixsite.com/portfolio)

Produced editorial illustration and concept artwork for international clients across publishing and commercial sectors.

- Delivered illustration and visual concepts for clients including Adidas, Rolling Stone Magazine, SAP, Uber, Future Plc, and Imagine Publishing
- Collaborated with art directors and editorial teams on visual storytelling and campaign execution
- Developed a strong visual style applied across editorial, commercial, and conceptual work
- Exhibited artwork internationally in London, Dublin, Madrid, Buenos Aires, and Mar del Plata

## **EARLIER EXPERIENCE**

### **Oracle – ERP / HCM Cloud Applications Consultant**

Managed enterprise sales cycles for cloud-based business solutions, working with finance, HR, and supply chain departments

### **Advisor.io – Business Development Manager**

Developed international partnerships and supported expansion of a digital platform in the education sector

### **Up English – Founder & Marketing Director**

Founded and managed a language travel agency, leading marketing, partnerships, and operations (nominated Best New Agency – Study Travel Star Awards 2016)

### **Toly Products – Marketing Executive**

Supported marketing initiatives for global cosmetics brands including L'Oréal, Unilever, Estée Lauder, and Chanel

### **ServiceSource – Senior Inside Sales Executive**

Managed enterprise client accounts and subscription renewals for technology companies including Adobe and EMC

## **CREATIVE & TECHNICAL STACK**

### **Design & UI Systems**

Adobe Creative Suite (Photoshop, Illustrator, InDesign), Figma, Procreate

### **Animation, 3D & Real-Time Content**

Spine, After Effects, Blender, ZBrush

### **Game Engines & Implementation**

Unity, Unreal Engine, PixiJS

## **EDUCATION**

### **Master's Degree – 2D Art and Animation for Video Games**

EVAD – Málaga, Spain

### **Technical Diploma – Illustration**

Malharro Art School – Argentina

## **LANGUAGES**

Spanish – Native

English – Fluent / Professional