




Personal Information

 tony1987@gmail.com

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 London, UK

Skills

Problem-solving

Team Management

Leadership

Creativity

Pipeline Creation

Blueprints

Maxscript

Python

C++

Languages

English

German

Education

- **Design Visualisation (BSc)**
Bournemouth University
- **A Levels**
ICT (A)
Engineering(A)
Physics(A)
Chemistry(A)
General Studies (As)

LinkedIn Profile

<https://www.linkedin.com/in/tony-cracknell/>

Tony Cracknell

Project Director // Director of Realtime

Professional Profile

With 15 years experience in the industry, I've carved a niche for myself at the forefront of technical innovation. I'm experienced at managing a team and leading the charge to improve workflows and invent new technologies in the industry.

Core Skills

- Team Leadership
- Technical Planning
- Automation
- Programming
- Pipeline Automation and Design
- Innovation

Career Summary

Project Director | Director of Realtime, Miller Hare LTD

2019 - Present

As the Director of Real-Time, it is my responsibility to train, teach, and guide Unreal Engine users within the company. While typical animations and images aren't generally produced in Unreal, more complex and interactive products are developed using this software. This requires a deep understanding of the software and the ability to think outside the box. Immersion Rooms, VR/AR, and large masterplan-scaled projects have all been part of my work portfolio. The primary focus of my work has been on the Digital Twin of London that I created. This consultancy tool enables Millerhare to showcase, in real-time, developmental changes to the London skyline, perform ZVI analysis, generate animations and images on the fly, and most importantly, automatically match shifted camera photography to a model view. This is a complex, mature piece of software that I have diligently worked on for the last four years. Additionally, much of my work involves using Blueprints, C++, and Python to develop new features for Unreal or to streamline the pipeline of data from 3D software or databases.

Associate | Head of Realtime Visualisation, Miller Hare LTD

2015 - 2019

After introducing the company to the Unreal Engine in 2014, I was given the responsibility of producing viable business opportunities in Real-Time. The team grew from myself, to an 8 person strong team. We produced Walk-Throughs of large developments and interactive projects for marketing suites. These were at the time unique and one of the earliest examples of Unreal being used in architectural visualisation. This work proved that Real-Time would be a company asset in the future, and I was promoted to Director in recognition of the additional products added to the business portfolio.

3D Visualiser, Miller Hare LTD

2010 - 2015

Before becoming an Associate, I was the sole artist for the Millerhare interactives. From a two-man department, I've watched it grow into a large team of developers and artists. This is one of the most successful departments in the company. Streamlining the workflow and automation of many tasks let me step away from my successful interactive team and start a new department in Real-Time to focus on new business opportunities.

3D Visualiser | Project Manager, Wagstaffs Design

2007 - 2008

Wagstaffs design was a startup of roughly 5 people. I went from visualiser to project manager within a short amount of time, due to my ability to automate the workflow pipeline of the company. This led to a much greater turn around of work. Towards the end of my time at Wagstaffs, I started working on what has now become VuCity - a unity-based tool for architectural consultation.

Non Profit

Parish Councillor , East Hertfordshire

Present

As a dedicated and civic-minded individual, I proudly serve as a Parish Councillor, actively contributing to local governance and community development. Through my role, I have demonstrated a strong commitment to fostering positive change, engaging with residents, and addressing the needs of our community. My experience in local government has honed my leadership and decision-making skills, emphasizing a collaborative approach to enhance the well-being of our parish. I am passionate about making a meaningful impact and creating a thriving environment for residents.

Education

Bournemouth University

During my tenure at Bournemouth University, I pursued a degree in Design Visualisation, a program uniquely blending principles of physics, design, and business management. Accredited by the Institute of Design Engineers, the course placed a strong emphasis on physics, with projects frequently involving Finite Element Analysis (FEA) and the resolution of technical challenges through programming and automation.

While the curriculum did not center specifically on 3D visualisation, it provided a robust foundation for developing technical skills. This education equipped me with a comprehensive understanding of the business aspects of design and the ability to tackle complex projects with resilience and creativity. The overarching goal of the program was to produce a well-rounded candidate capable of navigating both the business operations and technical intricacies of the design field. My experience has uniquely positioned me as an individual who excels in overcoming challenges and delivering successful project outcomes.