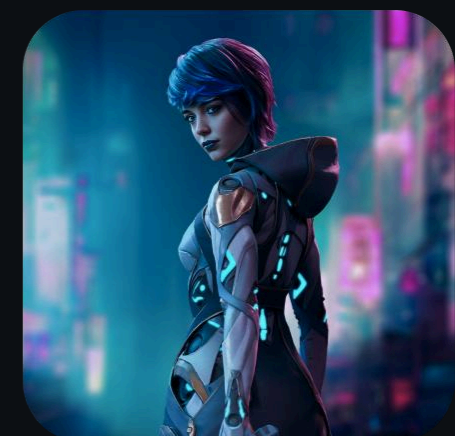
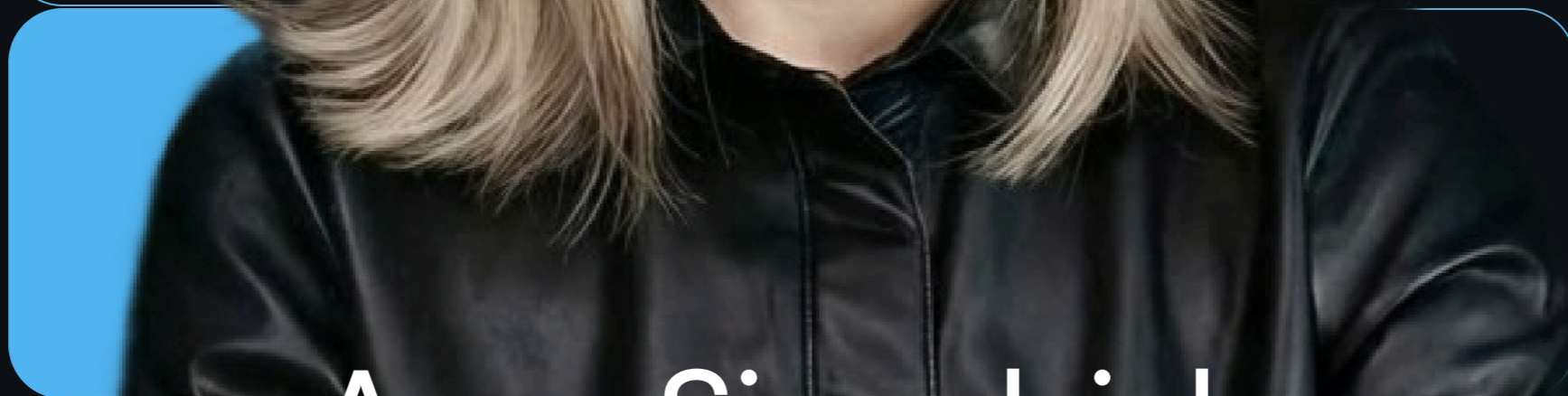
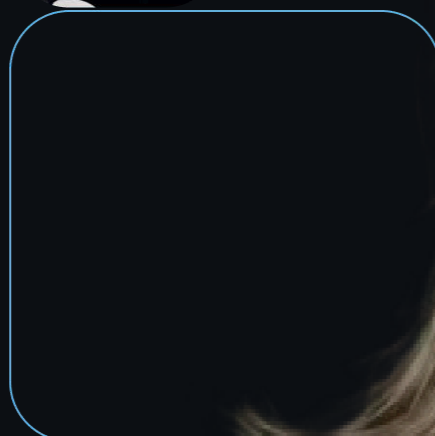
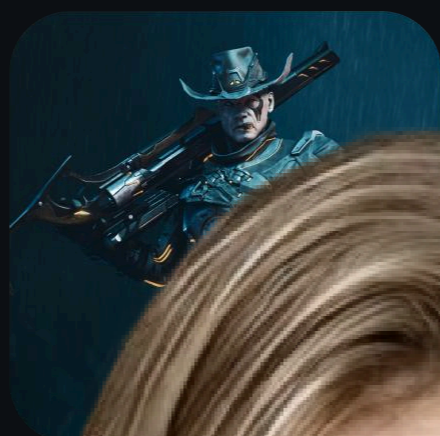




# PRESS KIT

We Stabilize AAA Production  
Under Pressure



**Anna Siaredzich**

Founder & Creative Visionary,  
Swame Art



# About

## Anna Siaredzich

Founder & Creative Visionary, Swame Art

Anna Siaredzich is a production-focused leader in AAA game development, specializing in external development systems, character production, and pipeline stabilization.

With over a decade in the industry, she has led large-scale art production across multiple AAA titles, working closely with internal teams to deliver complex assets under real production constraints.

**Her work focuses on one core problem:**

*“How to maintain quality, continuity, and execution in large-scale game production under pressure.”*

— **7 Countries**

across active production pipelines

— **6+ Years**

building a senior-only external development model

— **95% Client Retention**

Long-term partnerships built on consistent quality, not contract churn

— **AAA**

Game production specialization

— **ICAN**

GDCA International Choice Awards Network. Invited member since 2024

## Vision

**Key perspective:**

- Studios don't fail because of lack of talent
- They fail when production systems lose continuity

**Focus areas:**

- Production stability in AAA pipelines
- External development as system integration layer
- Senior expertise as infrastructure, not cost
- Post-layoff production degradation





# Swame Art

Swame Art is a senior-level external production partner for AAA game studios.

## The studio specializes in:

- Concept Design
- Characters
- Environments
- Vehicles & Hard Surface
- Cinematic Assets (Real-time & Pre-rendered)

## Key principle:

*“Not scaling capacity — scaling responsibility.”*

Swame integrates directly into production systems, focusing on predictability, consistency, and delivery under pressure.

## The Innovation:

- Senior-Only Ownership
- Direct Publisher Integration
- Multi-Project Revenue Balancing
- AI-Driven R&D
- Cross-Pipeline Coordination

## Industry Impact:

- Competitors Benchmark Against SWAME
- Senior Artists' Career Destination
- Production Companies Seek Consultation

## Proven Outcomes:

- Estimation Authority
- Integration Predictability
- Rework Reduction
- 95% Client Retention

## Trusted by:



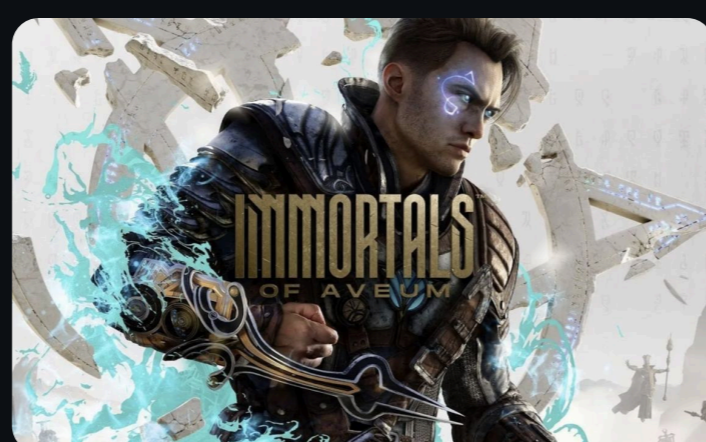
**+15**  
partners

## Production Contributions



World of Tanks  
Wargaming

- 4+ years collaboration
- 140+ tanks production
- 1100+ tanks on QA
- Continuous live-service support



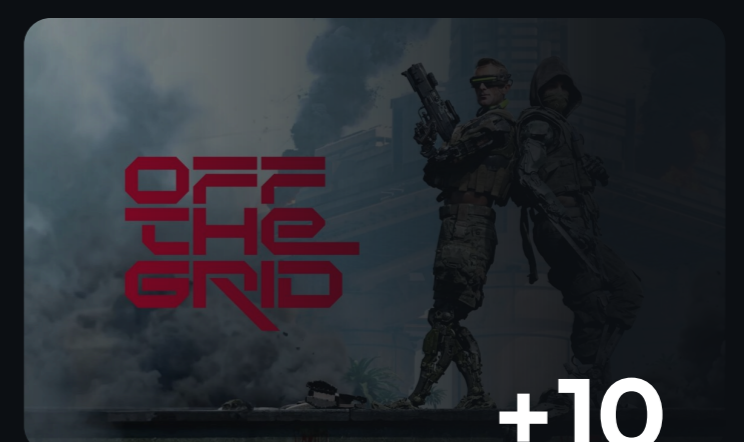
Immortals of Aveum  
Ascendant Studios / EA

- 40+ character assets and skins
- 20+ weapons
- Creatures, Magical Weapons and Hero-facing Assets
- Work delivered inside Unreal Engine 5 pipeline



ARK II  
Studio Wildcard

- 6 full dinosaur armor sets
- High-complexity asset pipeline over ~6 months



OFF THE GRID  
Gunzilla Games **+10**  
games

- 12 cyberlimbs
- 20 weapons
- 24 environment assets
- 8 vehicles

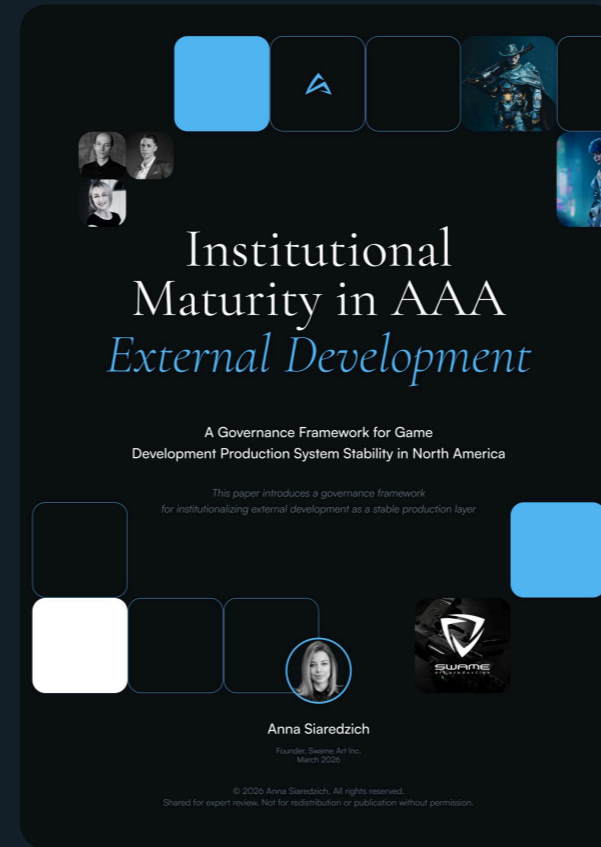


# Thought Leadership & Media

## Speaking Topics

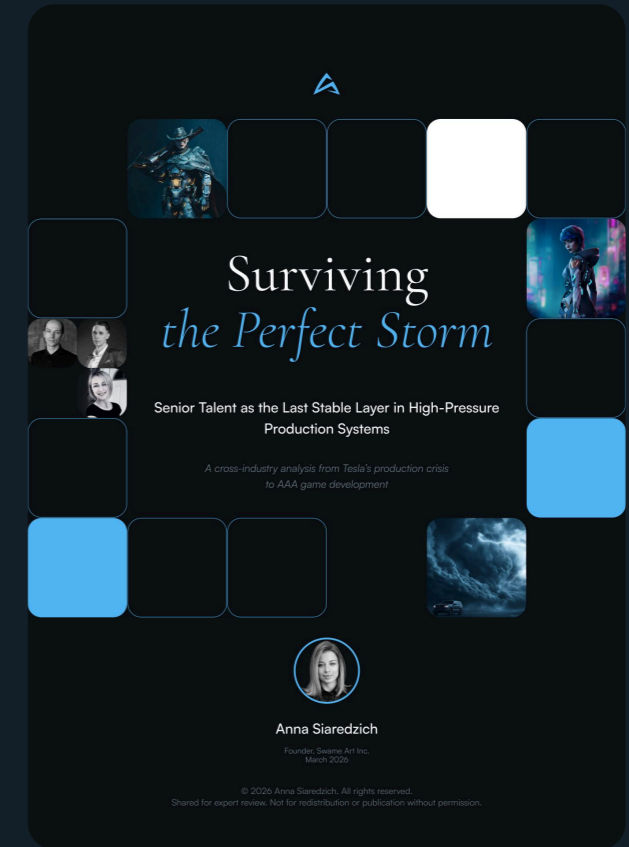
1. Industry / Leadership  
Layoffs Don't Cut Costs — They Cut Memory
2. Production  
Why AAA Production Breaks Months After Team Cuts
3. Systems  
External Development Is Not Outsourcing — It's Infrastructure
4. Art / Pipeline  
Why Sci-Fi Character Production Should Start in 3D
5. Market Shift  
The Shift from Capacity to Responsibility in External Dev

## White Papers



Institutional Maturity in AAA External Development

[Open Paper](#)



Surviving the Perfect Storm

[Open Paper](#)

## Best Quotes:

- You don't lose people — you lose the 'why' behind your systems.
- Production doesn't break immediately. It degrades.
- Senior talent is not overhead — it's infrastructure.
- Speed without system design becomes expensive later.
- What matters isn't what gets produced — but what survives production.

## Contacts




[A\\_seredich@swame.art](mailto:A_seredich@swame.art)




[LinkedIn](#)

US-Based / Global


Anna Siaredzich



[Go to the Website](#)



Swame Art



[Go to the Website](#)

