

# QUALIFICATIONS

* Ambition to create top-notch game art & constantly pushing the envelope.
* Great collaboration skills and able to play an integral role between different department/disciplines to ensure coherence for the project.
* Proven-record of cross-studio leadership experience on both art contents creation as well tool/feature implementation to improve the visual quality and production efficiency.
* Great communication and interpersonal skill to manage, inspire, and mentor large/small art staff both internally and externally.
* Proficient in setting art direction, critiquing art works, as well as hands-on as needed.
* PBR & HDR pioneer & expert.
* An eye for detail; a heart for challenge.

# ART SKILLS

* Art Direction & Visual Language Establishment
* 3D Content Creation Disciplines
* Concept Art- traditional & digital
* Color Script and Style Guide Establishing
* Storytelling & Cinematography
* Color Correction & Color Grading
* Lighting & Photography
* Compositing, Effects, and Video Editing
* Sculpting- Traditional & Digital
* Animation Skill: (Digital) 2D & 3D
* Graphic Design: Logo/Branding/Typography/UI

# TECHNICAL EXPERTISES

* Art Tool/Workflow/Pipeline Design & Development
* PBR Art Content Creation Standards and Workflows
* Color Management for CG Production
* HDR Probe Capturing Innovation
* Lighting & Rendering - all aspects of real time and pre-rendered lighting
* 3D Photogrammetry/Scanning
* 3D Printing & Prototyping

# MANAGEMENT SKILLS

* Leadership / Communication / Negotiation
* Strategic planning / Presentation
* Project Scope Estimate / Scheduling / Budgeting /Staffing

# SOFTWARE SKILLS

* Game Engine/Editor - Frostbite, Ignite, Unreal, Unity, Anvil, SnowDrop
* 3D - Maya, 3DS Max, ZBrush, Modo, Mudbox, Simplygon, Simplify3D, MeshMixer
* 2D - Photoshop, Substance Painter/Designer, Mari, Illustrator, Animation CC
* Rendering - VRay, Arnold, Mental Ray, Keyshot, OctaneRender
* Photogrammetry - Agisoft PhotoScan, RealityCapture,
* Compositing & Effects - Nuke, AfterEffects, Fusion
* Video Editing & Color Grading - Davinci Resolve, Premiere, FinalCut Pro
* Audio - Sound Forge Pro
* Raw Processing - Lightroom, ACR, Capture One, DCRaw
* Planning & Management - MS Teams, Shotgun, Hansoft, Mindmap, MS Office, Visio, P4

# SELECTED GAME CREDITS

* Madden 06, 11-19 / FIFA 14 / Need For Speed PS4 / NCAA 11-14 / NBA Live 14-19 / MMA / Tiger Woods PGA 09, 11- 14 / Rory Mcilroy PGA Tour / Nascar 07 / Nascar Kart Racing / Madden Arcade / Madden Street / Superman Returns

# EXPERIENCES

## UBISoft, SF *- Art Director, Head of Art*

Feb 2018 - PRESENT

* Collaborated with Producers and Recruiters on building a new art department.
  + Put together an elite art team able to tackle any art production challenges.
* Collaborated with the senior leadership group to establish the overall vision and pillars for the new IP.
* Established a clear and cohesive art direction that supports the game’s vision and gameplay’s needs while taking technical and resource constraints into account.
  + Established clear art pillars, defined iconic visual language, created mood boards/visual targets to ensure consistent art direction for both internal group and external co-dev studios.
* Reviewed and art directed artworks from both internal group and Co-Dev studios to ensure quality and consistency of the game visual.
* Collaborated with Producer, HR, and Art Leads to establish Art Job Matrix and Department Policy to set clear expectation and ownerships for all artists.
* Worked close with Game Design, Tech, Narrative, UX, Audio, Monetization, and Marketing departments to ensure the works we do complement and support each other.
* Collaborated with Technical Director, IT, and Art Leads to determine production related art tools and resources.
* Mentored Associate Art Directors and Art Leads on career development.
* New hire interviews and OS vendor portfolio reviews.

## EA, Tiburon *- Lighting / LookDev Director*

Jun 2014 - Feb 2018

* Developed an unbiased PBR content capture/authoring/art review solution for EA Sports Franchises and helped train internal/external art leads on the new art creation standard/process.
* Led EA Lighting community and Frostbite Dev team to co-develop world class streamlined Frostbite Editor workflow, tools, and rendering features.
* Collaborated with partner game team Art Directors and Lead Lighters on establishing visual targets & style guide.
* Supervised & directed in-game and cinematic lighting production.
* Guided EA Worldwide Contents Group on establishing end-to-end color management standards and workflows for partner studios/projects to solve visual consistency issue and compliment PBR/HDR technologies.
* Internal Lighting/Rendering tech audit and industry trends analyzing based on short-term, medium-term and long-term framework.
* R&D on new tools and technologies to improve production quality and efficiency.
* Provided guidance to various EA studios’ facility groups on artist workspace and art review/grading room requirements and setup.
* Regular 1-on-1 with studio lighters on career development.
* Portfolio review and onsite interview for new Lighting candidates.
* Software and hardware evaluation & suggestion.

## EA, Tiburon *- Lighting Supervisor / Domain Lead*

Jul 2011 - Jun 2014

* Collaborated with partner game team Art Directors and Lead Lighters on establishing visual targets & style guide for studio projects.
* Worked closely with CG Supervisors, Project Manager, and Lighting Leads to ensure the quality artworks could be fulfilled with the available time, resource, and technology.
* Worked closely with Project Managers and Lighting Leads on task planning, risk estimate, outsourcing preparation, and schedule planning.
* Designed and led the development of a Maya based procedural object & light placement solution BRIGHT, which supported live-tuning with Ignite engine using PBR preset library and achieved great efficiency gain and visual quality improvement across Sports titles.
* Designed and established various PBR LookDev levels & contents containing standardized physical based lighting conditions, artificial lights, PBR materials, debug sets, and camera settings for all art contents review between different projects to ensure visual consistency and quality.
* Supervised in game and NIS lighting production for EA Sports titles to ensure high quality results.
* Developed and trained studio lighters on an innovated HDR probe capturing solution with great efficiency improvement.
* R&D on new tools and technologies to improve production quality and efficiency.
* Regular 1-on-1 with studio lighters on career development.
* Worked with HR and project manager on recruiting new lighting artists.
* Software and hardware evaluation & suggestion.

## EA, Tiburon *- Senior / Lead Lighter*

Dec 2004 - Jul 2011

* Established style guide/mood board and visual targets based on Art Director’s vision.
* Worked closely with CG Supervisor and shader TD on developing appropriate lighting pipeline and shaders to support art director’s vision.
* Developed a WYSIWYG lightmap baking solution to handle lightmap live-tuning and complex baking management for all EA Sports titles based on existed MayaLight framework with TA & software engineer’s support.
* Created master light rigs for both in-game and pre-rendered cinematics/NIS.
* Color graded both in-game and NIS sequences to match the visual targets and style guide.
* Managed, reviewed, and supported problem solving for lighters to ensure delivering quality works on time.
* Maintained lighting consistency across different environments and characters in the project.
* R&D on new tools and technologies to improve production quality and efficiency.
* Worked close with project manager on task planning, risk estimate, outsourcing preparation, and schedule planning.
* Worked with HR and project manager on recruiting new lighting artists.

## Sierra Entertainment *- 3D Character Artist / Animator*

Apr 2003 - Aug 2004

* Character concept design and 3D modeling/texturing.
* Painted textures with consistent photo-realistic visual style.
* Rigged and hand animated characters for in-game and cinematic animation sequences.
* Worked closely with Art Director on defining the look and design of the game.
* Collaborated with Lead Programmer to build a Character Customization System.
* Worked closely with programmers on tool development and technical issues solving.
* Supported project manager on scoping and scheduling.
* Mentored junior artists on new tools and workflows and ensure the asset quality meet/surpass the team’s expectation.

## Vivendi Universal Games Inc *- 3D Artist*

Nov 2002 - Apr 2003

* Designed and created low/high resolution 3D characters, vehicles, and props using Maya, Photoshop, and Illustrator.
* Built 3d environments for the level and setup lighting using Maya.
* Painted textures for characters, environments, and props.
* Introduced efficient lighting and rendering techniques using Maya and Mental Ray.
* Communicated with project manager, TD and Art Director on scheduling and task estimates.

## Self-Employed *- Director / Artist*

2001 - 2002

* Produced award winning 3D short film - Transmigration

# EDUCATION

## Pratt Institute, NY *- MFA*

Sep 1998 - Jul 2001

* Master of Fine Arts Degree
  + Computer Graphics & Interactive Media
* Graduated with Pratt Award for Excellence in Computer Graphics
* Minor in Photography and Filmmaking

## Fu-Jen University, Taiwan *- BA*

Sep 1992 - Jul 1996

* Bachelor degree
  + Advertising Design, Marketing, and PR
* Minor in Photography

# LECTURES / WORKSHOPS

* FrostBite DevDays Global Conference presentations / workshops on Lighting Direction, PBR LookDev & HDR, and Color Management for game production – 2014 / 2016 / 2017
* EA Shanghai Digital Content Creation Seminar – 2015 / 2017
  + Lecture/workshop on Color Management and Art Production; the other talk on HDR Revolution and Game Development.
* Led EA Photogrammetry Summit Onsite Capturing (FIFA/Madden/Dice/Bioware) – 2016
  + Tampa Bay Buccaneers stadium photogrammetry / Faro scanning / PBR material capture / HDR lighting capturing

# LANGUAGES

## English – Fluent

## 中文 – 母語

# AWARDS / HONORS

3D Animated Short Film: Transmigration

* “Asia Digital Art Awards Grand Prize”, Japan, 2002
* “New Vision” Magazine cover, November 2002
* “Best Texture and Lighting Award”, 2002 4C DIGITAL DESIGN AWARDS
* Silver Prize of Golden Horse DV Festival, Taiwan, 2002
* Bronze Prize of 2002 4C DIGITAL DESIGN AWARDS, Taiwan
* North America's Best Animated Shorts DVD compilation, 2001
* Screened at the fifth annual Antimatter Festival of Underground Short Film & Video, Canada
* Screened in Anima Mundi 2002, Brazil
* Best Animated Short, invited to screen in the Seoul International Cartoon & Animation Festival 2003, Korea
* Best Animated Short, invited to screen in the Youth Digital Cultural Festival, Japan/Korea
* Invited to screen in International student film festival Písek 2002, Czech
* Best Animated Short, invited to screen in Seoul International Animation Festival 2002, Korea
* 3D Total award, 2002

Others -

* Won Pratt Award for Excellence in Computer Graphics, NY. 2001
* "Man Shape" rocking chair design, Milan design week 2002, Italy
* 1995, Taipei Kodak Digital Art Show. 3 works honored
* EA Artists Offline Show, Orlando, 2005 - Digital painting and photography works

# DEMO REEL / PORTFOLIO

* **Professional Demo Reel** - <https://youtu.be/qRN9tEYdlRM>
* **Personal Online Portfolio** - <https://macroatom.carbonmade.com/>
* **LinkedIn** - <https://www.linkedin.com/in/chenyu/>