JOANNA YU

CONCEPT ARTIST + ILLUSTRATOR

joannayu@usc.edu | (573) 356 - 2280
linkedin.com/in/joannayugames
yujoanna.com

EDUCATION

University of Southern California, Los Angeles, CA — **B.A. in Interactive Entertainment** | 3.8 GPA
Minors in East Asian Languages & Culture, Game Animation, Game User Research | *Graduating May 2021*

SKILLS + SOFTWARE

- Quick ideation + iteration, strong visual design sense
- Illustration + painting, modeling + texturing
- Adobe Photoshop, Illustrator, Premiere
- Clip Studio Paint, Procreate, Krita
- Autodesk Maya, 3D Studio Max
- Unity 2D & 3D (C#)
- Perforce, Git
- Trello, HacknPlan, Jira, Asana

PROJECTS + EXPERIENCE

Lead Artist | USC Advanced Games Project — *May 2020 - Present*

Larger than Light - Narrative Puzzle Game | *PC*

- Provided art direction to concept, 3D, and tech artists; developed game's look and feel
- Developed lighting and color concepts following grayboxed levels and narrative story beats
- Worked closely with creative director, design, and engineering teams to adjust shaders for 3D models
- Assisted with design and iterated on the game's three main characters from concept to implementation

Concept Artist + Contract Illustrator | Banana Bird Studios, LLC. — *May 2019 - Present*

Beasts of Maravilla Island - Puzzle Adventure Game | *Multi-platform release Q1 2021*

- Illustrated **25+ rendered frames** for the game's opening animated cutscene
- Established the sketching style of Vasco's Field Guide and illustrated **40+ sketches**
- Concepted **30+ creatures, characters, and fauna** to populate the game's magical ecosystems
- Assisted with the project's Kickstarter campaign, which raised **$25,325** (250% of goal) with 1,141 backers

Concept Artist + 3D Environment Artist | Team Newspaper Hats — *Nov. 2017 - May 2019*

Ascend - VR Flight-Based Hero Shooter | *Oculus, HTC Vive*

- Concepted designs for Gloriana, one of two playable warriors
- Modeled gothic architectural assets for the main arena map in accordance to greybox layouts
- Showcased at E3 2019, Indiecade 2019, **Winner of Mashable's "Best of E3 2019" Award**

Co-Director, Lead Artist, Social Media Lead | USC Games — *Nov. 2017 - May 2019*

Tiny Trees - Competitive Tree-Growing Game | *Board Game*

- Responsible for all art assets, illustrated **40+ cards and game pieces,** key art, and promotional material
- Maintained all social media platforms (Instagram, Facebook, Twitter) with daily updates for over six months
- Funded **$8,542** (187% of goal) on Kickstarter with 131 backers in Summer 2018
- **IndieCade 2018 Official Selection**, showcased at IndieCade 2019 and the USC Games Expo,

HONORS + ACTIVITES

- Entertainment Software Association Foundation **Selected Scholar** (2019 - Present)
- Disney Imaginations Competition Team **2020 Semifinalist Project**
- Cornell Theme Park Entertainment Group Design Contest **2020 Concept Design Award Winner**
- USC Freshman Dance Off - Head Internal Coordinator (2017 - 2019)
- Part time chamber musician (piano, violin, viola), hobbyist cosplayer