

JOANNA LUO

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Highly skilled concept designer with a keen eye for the latest trends and fashion, adept at visually communicating innovative ideas, and trained in art fundamentals.

EXPERIENCE

2023 -
current

Designer

248 Productions LLC

- Designed visual assets such as illustrations, iconography, and key art for clients like Raisin' Canes and Curve
- Provide model packets, orthos, and material call-outs for a smooth handoff of concepts to 3D or outsourcing.
- Composed a semi-stylized art style suitable for marketing purposes, including client IP and slogans
- Quickly iterate designs based on feedback consultations

2023

Concept Artist

Otis College x Activision Blizzard

- Developed a digital-only fashion runway inspired by Activision Blizzard's DIABLO franchise
- Featured at the Annual 2023 Artistic License Fashion Show
- Translated 3D Catwalk from initial concept to completion through design ideations, pitch decks, and software like Maya, Substance Painter, Red Shift, and Marvelous Designer.
- Collaborated with Activision art directors and Diablo Creative team from project conception to completion

2022

Concept Artist - Bounty Heart (Advanced Game Project)

USC Games

- Conceptualized stylized 2D characters, weapons, and environmental pieces to match the game's rougelite fantasy aesthetic while keeping mobile restraints in mind.
- Collaborate with the Art Director, UI/UX design, and engineering team to establish and execute the artistic vision of the game in a high turnaround environment
- Researched time period-based details and supported look development with various teams to problem-solve and guide the conceptual direction of the game.

SKILLS

Digital:

Adobe Suite (*Photoshop, Premiere Pro, AfterEffects*)
Sketchup, Maya, Blender, Zbrush, Substance Painter,
Marvelous Designer, Substance Painter, Unreal
Engine, RedShift

Personal:

Project Management, Design Thinking, Brand
Research, Problem Solving, Communication,
Curiosity, Flexibility, Team Work

EDUCATION

Bachelor's degree, Game and Entertainment

Otis College of Art and Design

Aug 2019 - May 2023

Costume Design Independent Study

Miguel Angel Reyes

Jan 2021 - Jan 2023

Costume Development for Games and Film

Jessie Kate Bui

Aug 2019 - May 2022

Visual Development

BrainStorm School

May 2021 - July 2021

NOTEABLE EXPERIENCES

24 hour Animation Challenge

Background Design, Color Keys, Animation
2021

Memorium Emporium Short Film

Background Design, Prop Design, Illustrator
2022