

JOANNA LUO

• CONCEPT ARTIST •

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ABOUT ME

I am a concept designer who specializes in character, costume, and props design. My specialty is intermingling the mechanics of psychology with the fluidity of concept design to better tell stories with intention. I'm an anime and game-lover, fashion manic, and self-disciplined worker.

EDUCATION

Otis College of Art and Design

Bachelor's degree, Game and Entertainment

Aug 2019 - May 2023

Jessie Kate Bui

Costume Development Mentee

Aug 2019 - May 2022

BrainStorm School

Visual Development

May 2021 - July 2021

EXPERIENCE

2023 -
current

Concept Artist

Otis College x Activision Blizzard

- Developed a digital-only fashion runway inspired by Activision Blizzard's DIABLO franchise
- Translated catwalk concepts into 3D through design ideations, pitch decks, and software like Maya, Substance Painter, Red Shift, and Marvelous Designer.
- Collaborated with Otis fashion department and Activision mentors from project conception to completion

2023 -
current

Freelance Concept Artist

248 Productions LLC

- Illustrated and developed prop concepts for clients like Raisin' Canes and Curve
- Developed mechanically accurate designs for life-size production and 3D modeling uses
- Composed a semi-stylized art style suitable for marketing purposes, including client IP and slogans
- Quickly iterate designs based on feedback consultations

2022

Concept Artist - Bounty Heart (Advanced Game Project)

USC Games

- Conceptualized a variety of characters, weapons, and environmental pieces to match the game's roguelite fantasy aesthetic while keeping mobile restraints in mind.
- Worked alongside art, UI/UX design, and engineering team in a high turnaround environment
- Supported look development with an extensive visual library, and knowledge of East Asian costume design, and architecture.

2021

Program Assistant

Enterprise for Youth

- Coordinated weekly workshops for interns, job coaches, and mentors through internal communications, press releases, and social media campaigns.
- Monitored internal meetings and managed project timelines, calendars, agendas, and meeting notes to ensure smooth workflows for all departments.
- Connected 20 teens with professionals in desired fields through organizing networking events.

SKILLS

Digital:

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

Personal:

Organization Skills, Outreach, Teamwork,
Event Planning, Communication, Budgeting
Skills, Front Desk Support