

JEFF // YU

CINEMATICS // ART DIRECTION

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2D/3D Previs Art Lead with over a decade of experience in the entertainment industry. Worked in VR interactive experiences, PC and mobile video games, board games, card games, real-time animated shows, and live-action films solo and in teams.

WORK EXPERIENCE

Pulseworks LLC

VR CONTENT ARTIST

October 2018 – Current

- Art Direction, 3D production, and sequencer cinematography using Maya, Substance, Zbrush, and Unreal Engine
- Motion simulation, interactivity, and user experience testing
- Styleframe concepts and storyboards for the 50th Apollo Moon Landing VR experience Apollo & Beyond and other titles showing at the Georgia Aquarium, Smithsonian, and US Space & Rocket Center

Slothique LLC

CREATIVE DIRECTOR

October 2018 – Current

- Art Lead overseeing team of 5 illustrators for the animated pilot "MINE" Tribeca official selection
- Executive Producer and 3D asset visualization for the fabrication team on JOYRIDERS, Winner of the 44th Annual Telly Awards.
- Unreal Engine team lead, asset implementation, for the interactive digital mural display at the Tennessee Aquarium
- Storyboard for clients including SaintsLA Visual Effects

Trisopes Studios

LEAD ILLUSTRATOR & STORYBOARD ARTIST

2018 – 2022

- Previs and storyboard artist live action feature films "Take Over" featuring Quavo and Billy Zane
- Lead Illustrator/ Storyboard Artist over 6 episodes from *Six Degrees with Mike Rowe* docuseries on Discovery+
- Previs and storyboard artist on a George R.R. Martin's unannounced film.

BWA Studios

UNREAL CINEMATIC ARTIST

April 2023 – Current

- Unreal Engine cinematic set up for NDA real-time animation project set for release end of 2023 on a top streaming network
- Experimental art pipeline development combining 3D assets, artificial intelligence generated visuals, algorithmic style transfer, 2D digital art, and after effects animation pipeline.

CoolMiniOrNot Inc.

CONCEPT & GRAPHIC ARTIST

October 2013 – September 2018

- Character, Props, Environment, concept art for various board game and card game titles.
- UI/UX Lead for STEAM released Xenoshyft Mobile App Game
- Graphic Design for print and digital marketing material.

TRICK 3D

CONCEPT ARTIST

January 2018

- Quick turnaround polished concept art for a Delta Airline VR experience.

Nimble Giant LLC

LEAD ILLUSTRATOR

June 2017 - July 2017

- Created illustrations and style guide for animated opening of 2018 theatrical feature "The Little Mermaid" featuring Oscar winning actress Shirley MacLaine.

Persistence of Vision Pre-Vis

STORYBOARD ARTIST

June 2011 – August 2011 (3 months)

- created stylized previs storyboards for Real time animated TV series *Zafari* distributed by NBC/ Dreamworks 2018.

Black Haze Studios, LLC

LEAD CONCEPT ARTIST

March 2015 - February 2018

- Ran indie game development team of 15 to establish story and art direction
- Assisted in Unreal Engine level layout and 3D animation

Games That Work

MO-CAP ANIMATOR

September 2012 - October 2012

- Mo Cap Animation and clean up using Motion Builder and Maya for a Boeing bias training game

Penn State University

ADJUNCT LECTURER (DIGITAL PAINTING)

January 2022 – May 2022

- Instructor for virtual digital and matte painting course

SKILLS

2D

Concept Art, Matte Painting, Storyboarding, Illustration, Graphic Design, Comic Book/ Graphic Novel Production, and Printsetting, Mobile App UI, Product Design

3D

Modeling, Animation, UV Mapping, Texturing, Rigging, Lighting, Level Design, Product Visualization, Unreal Engine 4 and 5, Live Link and Motion Capture

SOFTWARE

Unreal Engine 4 & 5, Maya, Zbrush, Substance Painter, Motion Builder, iClone, Blender, iClone Pro, Photoshop, Illustrator, InDesign, After Effects, Canva, Storyboard Pro, SyncSketch

LEADERSHIP EXPERIENCES

Emmy Express

EMMY CHAPTER JUROR

August 2022

Lone Star and Upper Midwest chapter content reviewer

ASIFA-South International Animation Society

BUSINESS DIRECTOR (VOLUNTEER)

501(c)3 non profit

March 2019 - Current

Oversee team to establish financial strategies through grant writing, sponsorship outreach, client relationship development, and capital budgeting

ACM SIGGRAPH

PORTFOLIO REVIEWER

Guest reviewer for SIGGRAPH S3 early career development committee

ACM SIGGRAPH ASIA

COMPUTER ANIMATION FESTIVAL

COMMITTEE

August 2017

SIEGECON BY GEORGIA GAME DEVELOPERS ASSOCIATION

PORTFOLIO REVIEWER/ GUEST PANELIST

October 2017

EDUCATION

OHIO UNIVERSITY (3.91 GPA)

OMBA Entrepreneurship/Entrepreneurial Studies
2019 – 2021

SAVANNAH COLLEGE OF ART AND DESIGN

Double BFA (Animation- Sequential Art)
2007 – 2012

CGMA MASTER ACADEMY

Vocational, Foundation and Design Program
2014

LANGUAGE

English, Mandarin Chinese