



jeffyu20@gmail.com | (770)-241-7464 | www.jeffyuart.com

American-born Taiwanese 2D/3D Previs Artist 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 (FULLTIME)

October 2018 – March 2026

- VR previsualization to production using Maya, Substance, Zbrush, and Unreal Engine
- Character and styleframe concepts and storyboards for the Apollo & Beyond VR experience released on the 50th Apollo Moon Landing Anniversary and client such as Georgia Aquarium, Smithsonian, California Science Center, and 30 other sites around the US.
- Site theming for Virtual Reality Simulator rides from large format print, to brochures, pamphlets, rack cards, slideshows, murals

Slothique LLC

ART LEAD (PROJECT BASED)

October 2018 – Current

- Previs and storyboard artist on Trioscope Studio's live action feature films "Take Over" featuring Quavo and Billy Zane (2023 release)
- Redesigned "Tally", Atlanta Hawk's NBA 2K TALON mascot
- Lead Illustrator/ Storyboard Artist over 6 episodes for animated segments in *Six Degrees with Mike Rowe* docuseries on Discovery Channel
- Previs and storyboard artist on George R.R. Martin's adaptation of an unannounced project. (2023 release)
- Art Lead for Background and Props. Oversaw a team of 5 illustrators and created visual guide for for 2D Tribeca Film Festival debuted animated pilot "MINE" (winner of Best webseries at American Black Film Festival 2022)
- Incubator Online Mentor for 10 week animation program with Bangkok University International College

Persistence of Vision Pre-Vis

STORYBOARD ARTIST (CONTRACT)

June 2011 – August 2011 (3 months)

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

CoolMiniOrNot Inc.

CONCEPT & GRAPHIC ARTIST (FULLTIME)

October 2013 – September 2018

- Created character, prop, environment, and vehicle concept art for tabletop titles including *Zombicide*, *Arcadia Quest*, *Starcadia Quest*, *Rising Sun*, and *A Song of Ice & Fire: Tabletop Miniatures Game*.
- Produced marketing graphics, stretch-goal visuals, and promotional banners for multiple live Kickstarter campaigns supporting multimillion-dollar board game launches.
- Generated real-time campaign graphics and promotional assets during active Kickstarter funding windows, supporting rapid updates to campaign pages and marketing channels.
- Delivered high-volume illustration assets under tight deadlines, including producing 24 card illustrations and stretch-goal graphics within a 12-hour campaign window for *Xenoshyft*. Created UI and graphic assets for the Steam release of *Xenoshyft*.

Imprint Creations o/a Juniper

PRODUCT DESIGNER (CONTRACT)

September 2021 – Current

- Created product concepts, product packaging, and manufacturing blueprints for major social media influencer brands such as Mark Rober (20.5M), Slogo (10.5M), VerbalAse (4.3M), MeganPlays (3.5M), etc
- 3D models for Gorilla Tag VR marketing, Apex Legends merchandise, SMG64 product visualization.

Ninja Puppet

3D MODELING & EXECUTIVE PRODUCER

March 2019

- Raised funding for the project *Joyriders* by Raymond Carr
- Telly Award 2021 winning film in the Sci Fi category
- Brought the art direction for the alien space to life as a 3D asset.

LEADERSHIP EXPERIENCES

ASIFA-South International Animation Society

BUSINESS DIRECTOR (VOLUNTEER)

501(c)3 non profit

March 2019 - Current

Work across departments to oversee financial day to day, strategy, grant writing, and budgeting/ expenditures.

ACM SIGGRAPH

PORTFOLIO REVIEWER (VOLUNTEER)

Invited recurring guest reviewer by SIGGRAPH

S3 early career development committee under category of previs expert artist

ACM SIGGRAPH ASIA

COMPUTER ANIMATION FESTIVAL COMMITTEE

July 2017 - August 2017

Invited to be part of the Computer Animation Festival Committee involved with reviewing animated shorts featured at the 2017 Bangkok conference attended by over 7000 industry professionals from studios such as Polygon Pictures, Pixar, and SquareEnix

SIEGCON PORTFOLIO REVIEWER/ GUEST PANELIST

Georgia Game Developers Association

October 2017

EDUCATION

OHIO UNIVERSITY

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 Certificate in Sketching, Intro to Perspective, and Anatomy 2014

SOFTWARE

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

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

LANGUAGE

English, Mandarin Chinese