

PROFESSIONAL SUMMARY

Experienced Senior 3D Artist and Animator with 6+ years in creating high-quality environments, character animations, and interactive experiences for top-grossing mobile game titles. Skilled in Unreal Engine, Maya, and Blender, with expertise in hard surface modeling, texturing, lighting, and real-time animation systems. Passionate about storytelling, world-building, and optimizing 3D assets for performance across multiple platforms. Adept at leading cross-functional teams and managing international artists, ensuring seamless production pipelines and high-quality results.

WORK EXPERIENCE

3D Designer, Applovin

Jan 2022 - Present

- Designed and animated **3D characters, environments, and cinematic trailers** for top mobile titles, including "Final Fantasy XV: War for Eos", "Royal Match", and more, optimizing assets in **Unreal Engine, Maya and Blender** for mobile and cross-platform play.
- Created high-impact **interactive ads** that combined **real-time 3D animation, motion graphics, and UI/UX elements** to enhance user engagement and drive conversions.
- Led a remote team** in the Philippines, managing concept-to-delivery production for interactive and video ads, ensuring alignment with campaign goals and tight deadlines.
- Achieved a **250% increase in IPMs and 50% ROV** boost through data-driven video and interactive ad campaigns, utilizing A/B testing to optimize engagement.

Video Editor and Motion Graphic Designer, IGG Inc.

May 2019 - Nov 2021

- Produced and animated **100+ high-performing marketing videos** for hit mobile games like "Lords Mobile" and "Castle Clash", driving up to **65,000 daily installs**.
- Collaborated with development teams to integrate high-quality **motion graphics, character animations, and VFX**, ensuring consistency across platforms like the App Store, Google Play, and TikTok.
- Optimized real-time cinematics and in-game ads using **After Effects, Premiere Pro, and Unreal Engine**, enhancing user engagement through storytelling.

Motion Graphic and Graphic Designer, Cloudcade

July 2018 - March 2019

- Designed **2D graphics and motion graphic** for the **live game "Shop Hero"** on web and app store platforms, including content for Google Play, Apple App Store, and the company website. Ensured brand consistency and audience engagement while meeting tight deadlines.
- Created **2D and 3D assets** for in-game updates, new events, and features using **Photoshop, Cinema 4D, Illustrator, Premiere Pro**, and other Adobe Suite tools. Collaborated with marketing and development teams to deliver high-quality visuals aligned with promotional goals.

RELEVANT SKILLS

3D Art & Animation: Character Animation, 3D Modeling, Texturing and Lighting, Rigging, Environmental Design.

Game Engine Proficiency: Unreal Engine (Blueprints, Niagara), Maya, Unity, Blender, Cinema 4D.

Software Expertise: After Effects, Photoshop, Illustrator, Premiere Pro.

Languages: English, Mandarin

EDUCATION

Academy of Art University, San Francisco, California

2013 - 2016

Master of Fine Art: Animation & Visual Effects, 3D Animation

California State University East Bay, Hayward, California

2008 - 2013

Bachelor of Art: Graphic Design and Multimedia