



# HYEONG JOON CHOI

VISUAL DEVELOPMENT ARTIST & ILLUSTRATOR

## SUMMARY

Artist and illustrator specialized in developing character, environment and prop designs for games and animated films. Visual storyteller and problem-solver passionate about creating work that evokes and expresses emotion through narrative-driven stylized designs, gestures and body language.

## EXPERIENCE

### VISUAL DEVELOPMENT ARTIST & ILLUSTRATOR 2018 – Present

- Provide illustration and visual development services for commissioned clients
- Design illustrations in black & white and color for book inserts and covers
- Clients include Brazilian writer Lucas Penteadó

### EVENT SPECIALIST Landmark Event Staffing Services Inc. | 2015 – 2018

- Provided event security, crowd management and guest services for attendees
- Managed venue parking and transportation for events

## PROJECTS

### VISUAL DEVELOPMENT ARTIST Trash Away to Space | 2019

- Developed visual concept to increase social awareness of trash and its detrimental effects to the planet, and to propose alternative solutions such as reusable energy sources and recycling plans
- Created simple, bold, and story-driven graphics and illustrations using Photoshop, with careful consideration of typography and color choices

### VISUAL DEVELOPMENT ARTIST Apple of Hope | 2018

- Conducted research, gathering references, photographs and details on Norse mythological tales and legends to ensure historically accurate depictions; simplified scenes into straightforward, clean storyboards
- Developed silhouettes, gestures and body structures for five original characters
- Created elements, textures and varied sizes and shapes of trees for two environment paintings, using color to represent emotion and life
- Integrated Viking symbols representing honor, fame, faith, or glorified death in battle into carved drawings, totem poles and shields to enhance storytelling

## EDUCATION

### BACHELOR OF FINE ART IN VISUAL DEVELOPMENT 2018

Academy of Art University – San Francisco, CA

*Courses included Visual Development for Web/Mobile, Color Scripting, Physics for Artists, Character & Environment Design, Digital Painting, Vehicle/Armor Design, Ecorche*

### CHARACTER DESIGN FOR ANIMATED FILMS COURSE 2015

Schoolism – Online Self-Paced Program

## CONTACT

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[linkedin.com/in/hjcvlisdev](https://www.linkedin.com/in/hjcvlisdev)  
Santa Clara, CA

## PORTFOLIO

[joonvisual.com](http://joonvisual.com)  
[instagram.com/junevisual101](https://www.instagram.com/junevisual101)

## DESIGN SKILLS

Visual Development  
Character Design  
Environment Design  
Prop/Set Design  
Concept/Game Art  
Matte Painting  
Illustration  
Storyboarding  
Color Scripting  
Graphic Design  
Social Media

## TRADITIONAL ART

Pencil/Ink	Charcoal
Watercolor	Gouache
Acrylics	Oil Painting

## SOFTWARE

Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Clip Studio Paint  
SketchUp  
Blender

## LANGUAGES

English, Korean, Japanese

