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*Joanna is a multidisciplinary Art Director, Concept Artist, Illustrator, and Team Player. With almost 10 years experience, she bridges the gaps of disciplines via hard skills from her concept artist background, and soft skills from proactive inquiries & multi-platform cross-discipline collaborations. She unifies the project by laying down the world foundation for her team to build upon, using a thorough yet humanistic style of relating and communicating. At the team level, she wants to inspire and guide her artists to reach each of their unique potentials. At the corporate level, she understands the bigger picture and collaborates with all disciplines to create a successful coherent product, checking her ego at the door. She shines the most in projects that provide Creative Legroom, problem solving and room to learn!*

## WORK EXPERIENCE:

**Behaviour Interactive** | Montreal, QC

**September 2018 - Present**

### **Associate Art Director**

**December 2019 - Present**

*Reallocated to another unannounced project in dire need of assistant*

- Works closely with fellow associate art director to carry out the existing art director's **overarching vision across multi-platform**
- Responsible of 'filling in the blanks' by **providing art direction** and world building solutions that **reinforces the bigger world vision**
- Streamline production by **researching, scoping, documenting and packaging all necessary context & information** to ensure smooth passing of the torch from **idealization to final product**
- Push and inspire the team **toward quality** as well as guiding them with timely **paint-overs/feedbacks** to ensure they're on the right track (concept artists, level artists and outsourcers)

### **Art Director (Associate Art Director by Name)**

**December 2018 - Mar 2020**

*Foreign Company Partner is very satisfied and approved the project;*

*Awaiting feedback from Foreign Government after submission for approval.*

- Carries **Full Art Director responsibilities** for a **new multi-platform unannounced project** & producing **high level idealizations, world building concepts, art direction documentations** and necessary guidance to inspire our team of artists toward the right direction
- Understanding the **different market needs** and **guide the company towards a global scope** of audience
- Works closely with **VP Creative, Foreign Company Partner, Level Designer, Writers, Tech Art, 3D Lead, 3D Artists, Animators, UI, VFX Artists** and **Concept Artists** to ensure **all creative disciplines are synced** toward the right path
- Works with producers to **identify the scope** of project and **flesh out the pipeline** required
- Help **recruitment** process by interviewing and selecting right candidates for the project
- Give hands-on **feedback** and critique all art related disciplines and more...
- Works with **outsourcing** companies and give directions and timely feedbacks

### **Character Concept Artist**

**September 2018 - December 2018**

- Early high level concepts of **Characters, Creature, Environment** and **Props**
- Understand the audience & reinvent new ways to deliver elements of horror within strict limitations
- Work closely with game director & game designer to ensure needs are met without bumpy transition down the pipeline

**Ludia Inc.** | Montreal, QC

### **Concept Artist & Illustrator**

**February 2013 - August 2018**

- **Card Illustration**, concept designs of **Characters, Creature, Environment** and **Props**
- Produced **Marketing Images**, storyboards, UI and **Texture for 3D assets**
- Work closely with 3D Artists, writers and game designers to ensure needs are met and smooth transition down the pipeline
- Assisted with **Art direction** and **Pre-production Explorations**
- **Active idea contributor** via artist peer critiques, suggestion of game design ideas, lore and marketing materials

**Published Titles:** Jurassic Park Builder | Dragons: Rise of Berk | Underworld: Blood War | Dungeons & Dragons: Warriors of Waterdeep | What's Your Story

**Funcom Games Canada** | Montreal, QC

### **Age of Conan Online - Concept Artist**

**August 2012 - January 2013**

- Routinely **Brainstorm & Refine ideas with the Art Director** at every stage of development.
- Conceptualize visuals for props, architecture, environments, creatures and characters.
- Produce marketing materials such as banners and product screenshots.
- **Communicate with Writers and Gameplay designers** to ensure the concepts remain coherent.

**HitGrab Labs** | A Facebook Game Developer | Toronto, ON

### **Illustration Intern**

**April 2011 – Sept 2011**

- Design characters and prop illustrations based on provided descriptions.
- Come up with new character ideas based on the theme of the game expansion.
- Create **vector art assets** and attack sprites for 2D animation.
- Contribute to **game direction** for *MagicPets* that are geared **towards female audiences**.

**Published Titles:** MouseHunt | FishHunt | LevynLight | MagicPets

**Chroma Club LLC** | Children Educational Game Developer | Illinois, US

### **Flash Game Vector Artist - Freelance**

**Jun 2009 – Jul 2010**

- **Produce all in-game environments, items and interface** that matches the style of the pre-existing characters coherently
- Create a **logo** that brands and recapitulates the game

**Mourgo Creative Solutions** | Graphic Design Firm | Toronto, ON

*Graphic Designer On-site Intern*

**Dec 2007 – Mar 2008**

- **Works under art director** and provide the most suitable **design based on client's description**
- Previously worked on CD covers, business cards, brochures and packaging designs

## **EDUCATION:**

**Bachelor of Applied Arts – Illustration (With Honours)**

**Sept 2008 - April 2012**

Sheridan Institute of Technology and Advanced Learning

Oakville, ON

## **SOFTWARE PROFICIENCY:**

**Adobe Photoshop** | Advanced

**Zbrush** | Beginner

**Adobe After Effects** | Intermediate

**Unreal Engine** | Beginner+

**Perforce** | Basic

**Adobe Illustrator** | Intermediate

**Substance Painter** | Beginner+

**Maya/3DS Max** | Basic

**Unity** | Basic

**Jira/Hansoft** | Basic

## **LANGUAGES:**

**English** | Fluent

**Cantonese** | Native

**Mandarin** | Beginner+

**French** | Basic