Kat Yu – Art Leadership

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Skills

Outsourcing Coordination   Brand Partnership Art Coordination
Art Production Planning   Hiring/Onboarding
Marketing Art Direction

Programs

Autodesk Maya   Unity   Zbrush   Perforce
Adobe Photoshop   Substance Painter   Blender   Github
Marvelous Designer/CLO   Unreal Engine

Experience

Meta – Sept 2017 – Current

Art Director – Facebook Reality Labs

- Leading Meta's avatar clothing line, overseeing art team strategy and 2D+3D art production of in house fashion, brand partnerships, and exploratory avatar wearables
- Art directing Marketing materials for clothing drops
- Launched Brand Partnerships: Capcom Street Fighter, Sportsmanias, Naomi Osaka and more
- Managing a multi-disciplinary team of artists
- Exploring Avatar art/technical advancements
- Art directed Spark AR verticals – Commerce and others

Art Lead – AR/VR, Facebook Reality Labs

- Content creation for VR-first experiences on desktop and standalone VR headsets - Balanced the performance, visual quality, and experience of each VR platform
- Led an art team to ship Oculus Venues 2.0 Early Access Beta, from prototype, to product launch, to supporting Facebook Connect (2020)
- Directed Oculus Venues art outsourcing for Facebook Connect
- Art team planning and production
- Structured Art pipelines: Tooling, version control, naming, and engine organization

3D Artist – AR/VR

- Helped launch Avatars 2.0 for Facebook Spaces. Was responsible for avatar asset creation, including hair meshes, UVs, and texture explorations
- Cross-collaborated with designers and engineers to ensure that art creation harmonized with core functionalities and design features. Collaborated with art director and concept artists to ensure style, vision, and feel were maintained
- On-boarded new talent and created documentation that covered start up procedures. Grew multiple art teams, and was responsible for contractor hiring and managing

AltspaceVR – Aug 2015 – July 2017

3D Artist

- Created talent/partner custom avatars: Maintained the art style of each avatar "series", and satisfied requested revisions

- Ensured that the latest avatar customization system was designed to support artists, considering the needs of hobbyists, professionals, and partners
- Frequented cross-department collaborations with Marketing, Engineering, Design, and Business Development for items such as promo creation, SDK support, systems creation, and partnerships
- Props creation and integration into "native resource" system, supporting partner events and SDK growth
- Unity performance optimizations between PC and Mobile. Familiar with limits of draw calls, vertex count, material management, culling. Made necessary changes to all art-related assets
- Collaborated with concept artists and engineers to create and test avatars of varying aesthetics that were suitable for VR
- Art Optimization: Characters, Props, and Environments

Sketchy Panda Games - Jul 2015 – Sept 2015
Contract 3D Character Artist
- Responsible for the creation of all character models and textures, as well as bringing into Unity
- Communicated and collaborated closely with art director and concept artist to tailor aesthetic

The Foundry - Feb 2015 – May 2015
3D Artist Intern
- Created game art assets using The Foundry software, including Modo and Mari
- Modeled high-res game assets for company project: Sci-fi Doom mod
- Provided assets for software testing and quality assurance

Education

Academy of Art University
2012 – 2015
- MFA**,** Emphasis in 3D Character Art

School of the Art Institute of Chicago
2007 – 2010
- BFA**,** Emphasis in 3D Arts

Volunteer

Game Developers Conference
2014, 2015
- Conference Associate

Casual Connect
2014
- Session Hall Helper