

# Kat Yu

## Art Director · 3D Lead · Content Designer

Art director and multidisciplinary 3D lead with 10+ years of experience shaping visual language, content systems, and immersive product experiences across avatars, games, AR, and consumer platforms. My work spans concept development through production execution—including product visualization, real-time environments, and scalable asset frameworks.

### EXPERIENCE

#### Meta Reality Labs, Remote — Art Director

Sept 2017 - PRESENT

Lead visual direction, content systems, and 3D production across avatars, wearables, AR, and immersive social platforms—spanning product visualization, styling frameworks, marketing content, and real-time environments.

#### Avatar Wearables & Styling Systems

- Directed visual language and styling frameworks for avatar apparel and accessories across multiple platform generations
  - Led concept development, look building, and asset creation from ideation through production
  - Partnered with merchandising, product, and brand teams to curate cohesive content libraries
- Art directed marketing imagery and launch visuals

#### Modularity & Creator Content Systems

- Developed scalable template frameworks enabling extensible garment and asset creation
- Supported modular product systems allowing swappable components and combinatory styling
- Partnered with UXR and product teams to align creator needs with platform goals
- Enabled 300K+ creator-generated assets through template initiatives

#### AR Commerce & Product Visualization

- Led prototyping of AR commerce and product storytelling experiences
- Translated brand assets and tech packs into real-time product

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### SKILLS

#### Art Direction & Visual Design

- Visual Language Development
- Concept Direction & Storytelling
- Brand & Product Visualization
- Marketing & Launch Imagery
- Editorial & Experiential Content

#### 3D & Real-Time Development

- 3D Modeling & Asset Creation
- Surfacing, Materials, & Look Dev
- Lighting & Rendering
- Optimization & Performance
- Environment, Character, & Props

#### Systems & Content Frameworks

- Scalable Asset Systems
- Modular Design Frameworks
- Template & Content Libraries
- Cross-Platform Media Delivery
- Visual Spec & Pipeline Development

#### Creative Collaboration & Delivery

- Cross-Functional Team Leadership
- Vendor & Partner Direction
- Production Planning
- Creative Reviews & Feedback
- Documentation & Workflow Enablement

### TOOLS AND PLATFORMS

Maya · ZBrush · Substance Painter ·  
Photoshop · CLO3D / Marvelous

visualization pipelines

- Collaborated with engineering and external partners on scalable visualization workflows

Designer · Unity · Unreal Engine ·  
Marmoset · Premiere Pro · Blender

## Immersive Experiences & Games

- Art led Horizon Venues 2.0, building environments and visual systems for live social events
- Supported major launches including Facebook Connect experiences
- Led environment art, lighting, and optimization for Wingstrickers, an internally developed Horizon title
- Produced marketing imagery and keynote visuals

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### **AltspaceVR, Redwood City, CA —** *3D Artist, Avatars & Environments*

August 2015 - July 2017

Created avatar assets, customization systems, and immersive environments supporting partner programs and social VR experiences.

- Modeled, textured, and optimized character assets for platform avatars and partners
- Built extensible avatar customization frameworks that supported diverse aesthetics
- Developed and shipped two full-scale VR environments from concept through final integration
- Collaborated with design, engineering, marketing, and BD teams
- Supported partner activations and live platform events

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### **Sketchy Panda Games, Remote** *Contract 3D Character Artist*

2015

Developed stylized character assets for Unity-based game production in collaboration with art direction and design teams.

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### **The Foundry, Redwood City, CA —** *3D Artist Intern*

2015

Created high-resolution assets and supported internal production and software testing pipelines using Modo and Mari.

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## EDUCATION

**Academy of Art University** — *MFA – 3D Character Art*  
**School of the Art Institute of Chicago** — *BFA – 3D Art*  
**Parsons, The New School for Design** — *BFA – Fashion Design*