

# Kat Yu – Art Director

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## SKILLS

### Proficient (DCC):

Autodesk Maya  
Pixologic ZBrush  
Adobe Photoshop

Unity  
Perforce  
Substance Painter

### Experienced (DCC):

Blender  
Unreal Engine  
Premiere Pro

Github  
Marvelous Designer/CLO

### Proficient (Other)

Vendor Outsourcing  
Art Production Planning  
Marketing Art Direction

Brand Partnerships  
Hiring/Onboarding  
Product Strategy

## EXPERIENCE

**Meta** – Sept 2017 – Current

### **Art Director – AR/VR, FRL**

- Leading Meta Avatar Clothing, driving art team strategy, creative vision, and 2D+3D art production
- Design best-in-class clothing aligned with catalog themes, in-house fashion, brand partnerships, and innovative avatar wearables.
- Developing and implementing new technologies to enhance avatar clothing capabilities, bringing greater visual richness, style, and appeal to the product
- Managing a multi-disciplinary team of artists to see development through from ideation to realization
- Previously art directed Spark AR verticals – E-Commerce and spatial AR objects

### **Art Lead – AR/VR, FRL**

- Content creation for VR-first experiences on desktop and standalone VR headsets - Balanced the performance, visual quality, and experience of each VR platform
- Led the development and launch of the Oculus Venues 2.0 Early Access Beta, driving the product from prototype to release and supporting its debut at 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 coordinated with partners to fulfill 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 Art

### **Parsons, The New School of Design**

2006

- BFA, Emphasis in Fashion