

# Kat Yu – Art Lead

[Kat@Kat-Yu.com](mailto:Kat@Kat-Yu.com)  
6144326631

## Skills

### Proficient:

Autodesk Maya  
Pixologic ZBrush  
3D Coat  
Substance Painter

Unity  
Perforce  
Adobe Photoshop

### Experienced:

Blender  
Unreal Engine

Github  
Marvelous Designer/CLO

## Experience

**Meta** – Sept 2017 – Current

### **Art Director – AR/VR, FRL**

- Leading Meta's avatar clothing line, overseeing trend research and the 2D+3D art production of in house fashion
- Managed a team of multi-disciplined artists
- Art directed Spark AR verticals – Commerce and World-Space AR

### **Art Lead – AR/VR, FRL**

- Created content for VR-first experiences for both desktop and standalone VR headsets, balancing 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 art outsourcing for Oculus Venues 2.0 during the Facebook Connect launch. Established requirements, coordinated materials hand-off, directed feedback, and incorporated assets internally
- Responsible for art planning and production on Venues – Work back plans, delegating artist ownership, tasking, coordinating with cross-disciplines to hit milestone/sprint deadline dependencies
- Established art team pipelines: Tooling, version control, naming, and in-engine organization
- Provided feedback for artists (3d, concept, vfx, tech) in order to achieve visual quality and consistency, and to streamline artist tools and optimize artist efficiency

### **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 all talent/celebrity custom avatars while maintaining the art style of each avatar series, as well as satisfying the requests from partners
- Ensured that the latest avatar customization system was designed to support artist's needs, keeping hobbyists, professionals, and partners in mind
- Created the "Geo Campfire" environment: a highly active and heavily populated persistent space, and the first experimentation with a non-realistic art style
- Frequent cross-department collaborations with Marketing, Engineering, Design, and Business Development for items such as promo creation, SDK support, systems creation, and partnerships

- Communicated directly with various partners on single IPs for large scale events
- Created a wide range of props and integrated them into “native resource” system, which supported partner events, as well as SDK growth
- Undertook 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 the VR space
- Optimized existing avatars for better performance

**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