

# YOURAN LYU

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## PROFESSIONAL SUMMARY

Experienced CG Artist with over 5 years in character art and design, specializing as a CG Asset TD on high-profile TV shows, commercials, and game projects. Proficient in Maya, ZBrush, Blender, Substance Suite, and Unreal Engine. Skilled in character modeling, texturing, and rigging, with expertise in optimizing assets for real-time rendering and adapting to various artistic styles. Member of the Visual Effects Society (VES).

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## WORK HISTORY

### Character Artist, 09/2022 to Current

#### Freelancer - New York, NY

- Developed high-quality 3D models, enhancing the visual appeal and gaming experience.
- Specialized in creating game characters and virtual idols for various platforms, consistently delivering customized design solutions that exceeded client expectations.
- Sculpted intricate details using ZBrush, enhancing the overall visual quality of the game.
- Implemented PBR texturing practices, ensuring consistency across various lighting conditions.
- Adapted to specific visual styles common in game production, ensuring visual coherence.
- Utilized reference materials and concept art to translate ideas into fully-realized 3D models.
- Modified and optimized characters based on feedback, animation specifications, and technical constraints.
- [Website: Fiverr.com/ivyuuolve?public\\_mode=true](https://www.fiverr.com/ivyuuolve?public_mode=true)

### Asset Technical Director, 06/2019 to 07/2024

#### Framestore - New York, NY

- Contributed to over 30 TV shows and commercials, working effectively with global teams to ensure project success and client satisfaction.
- Delivered timely, high-quality design solutions by employing critical thinking and creative problem-solving.
- Played a key role in VR and AR game projects, optimizing assets for real-time rendering and delivering impressive game content.
- Created a wide range of art styles, from stylistic to photorealistic, matching art director's vision.

#### Projects

- HBO | His Dark Materials: My Daemon

## CONTACT

**Address:** Jersey City, NJ 07302

**Email:** lvemilyu@icloud.com

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## WEBSITES, PORTFOLIOS, PROFILES

- youranlyu.com
  - artstation.com/lyuran
  - linkedin.com/in/youranlyu/
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## SKILLS

### Primary:

- Modeling
- Human Anatomy
- Hand Painting and Procedural Texturing
- Look Development

### Secondary :

- Lighting
- Storyboarding
- Rigging
- 2D and 3D Animation

### Software :

- Maya
- ZBrush
- Blender
- Marvelous Designer
- Substance Painter
- Substance Designer
- Mari
- Photoshop
- Houdini
- Unreal
- Unity

Languages : English, Mandarin

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- Nintendo | Find Yourself
- Prime | Mrs. Maisel S5
- Kenzo | One Vanderbilt
- Nintendo | Switch Christmas
- Fruit Loops | Loopy Stories

**Instructor, 01/2023 to 12/2023**

**Pratt Institute - New York, NY**

- Educated undergraduate students in animation and game design, covering the comprehensive process of character creation, including concept design, ZBrush sculpting, human anatomy, Substance Suite texturing, character look development, Xgen hair work, and rigging.
  - Guided students in integrating assets into game engines and optimizing them for real-time rendering, ensuring industry-standard practices.
  - Enhanced student performance by providing individualized support and targeted feedback, leading to significant improvement in their skills and understanding.
  - Introduced innovative teaching methods, addressing instructional gaps and enhancing overall comprehension.
  - Fostered a dynamic learning environment, encouraging creativity and technical proficiency.
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## AWARD-WINNING PROJECTS

- Carrie's Closet | The Webby Awards, Clio Award  
[framestore.com/work/and-just-carries-closet](http://framestore.com/work/and-just-carries-closet)
  - His Dark Materials: My Daemon App | AEAF  
[framestore.com/work/his-dark-materials-my-daemon](http://framestore.com/work/his-dark-materials-my-daemon)
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## PUBLICATIONS & TUTORIALS

Stylized Realism in Your Character Design and How to Achieve it  
The Rookies | February 2022  
[discover.therookies.co/2022/02/11/stylised-realism-in-character-design-and-how-to-achieve-it](http://discover.therookies.co/2022/02/11/stylised-realism-in-character-design-and-how-to-achieve-it)

3D Character Creation: ASSASSIN GIRL  
Online Tutorial | July 2021  
[yihuu.com/a\\_8520.html](http://yihuu.com/a_8520.html)

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## EDUCATION

**MFA in Animation, 08/2019**

**Savannah College of Art And Design (SCAD)** - Savannah, GA

**MA in Visual Effects, 08/2019**

**Savannah College of Art And Design (SCAD)** - Savannah, GA

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