

Yie Hua Chee | cheeviehua@gmail.com | +1-236 996 5904 | www.yiehua.studio

About Me

Hello! I'm Hua, an art director and UE specialist with a passion for visual storytelling.

After graduating with a BA (Hons) in Advertising and Design from the University of Sunderland, I spent my career as a 2.5D generalist in ad-land connecting stories and people through strategy, research, and visual design.

I'm currently at Departure Lounge Inc. working on art direction and virtual cinematography for film, music videos and XR projects incorporating new capture technology, where my work has been featured in Vancouver International Film Festival Signals 2022, and South by Southwest XR Exhibition 2023.

Relevant Experience

Art Director @ Departure Lounge Inc. - 05/2022 - Present

Providing art and creative direction for various projects. Worked with volumetric capture team in directing artists' movement for capture. Shaping VR and MR experiences through Unreal cinematics and camerawork. Collaborating with management, producers, and performance directors for virtual production.

Art and Design Generalist @ Departure Lounge Inc. - 05/2022 - Present

Creating concept art, UI/UX, motion graphics, graphic design, and providing art and creative direction for various projects. Worked with volumetric capture team in directing artists' movement for capture. Shaping VR and MR experiences through Unreal cinematics and camerawork.

Creative Director, Visdev Artist, 2D Animator, Motion & Sound Designer @ Trickfilm x Centre for Digital Media Masters Program - 05/2022 - 08/2022

Led creative direction of an interactive short through storyboard, animatic, layout, previsualisation, VFX compositing, and sound design. Established visual direction by aligning with producer, narrative writers, 3D artists and animators, and developers through rapid sketches and storyboards to accommodate revisions. Created concept art and further development of characters, props, and environments through character sheets, illustrations, and floor layout marked for action choreography. Created and texture painted over 120 combinations of character designs for users to customise their character and bring into a real-time rendering film.

Cinematic & Visual Development Artist, Composer, Motion, Narrative, & Sound Designer @ Centre for Digital Media Masters Program - 09/2021 - 08/2022

Spearheaded art direction and narrative structure for an interactive horror short in alignment with the 3D artist. Illustrated, composited and puppeted 2D artwork and simulated effects made in Cinema4D onto Unreal Engine-built 3D environments in After Effects. Led visual storytelling through concept art, visual development, storyboards, playable prototypes, and sound design.

Art directed and led visual development, UX, and UI design for interactive experiences. Initiated creative strategy to define project directions through research and data analysis by creating empathy maps, personas, and user journeys to guide design decisions. Crafted overall experience flow, storyboards, playable prototypes to highlight key features, onboarding, and offboarding.

2D Animation and VFX Compositor @ Lackadaisy - 07/2022 - 02/2022

Responsible for composition of shots by enhancing lighting, creating convincing shadows, effects, etc. with the goal of ensuring continuity throughout the film with quick turnaround prior to fine-tuning.

Other Work Experience

UI/UX Designer @ VoPay International Inc. - Oct 2021 - Mar 2022

Developed wireframes and user interface designs for VoPay's desktop and mobile pages, as well as partner websites. Also created visuals for VoPay's social media.

Creative Hybrid | Dentsu One Sdn. Bhd. - Mar 2020 - Aug 2021

Key Achievement: Won key account pitches for **WONDA** and **Pizza Hut**. Led the visual direction of recurring campaigns under said brands as well as ad-hoc campaigns. Developed clear concepts, ideas, and visuals from start to finish for various types of media.

Jr Art Director | Clan Malaysia Sdn. Bhd. - Sep 2018 - Jan 2020

Key achievement: Led the development and design of MyTheo's creative strategy, corporate identity, mobile application, website, promotional videos, and social media content. Supervised and designed visuals from ideation to polishing for pitches and campaigns.

Education

Apr 2014 - May 2018

Uni. of Sunderland - BA (Hons) Advertising & Design

Trained in creative strategy, with a foundation in media studies. | GPA: 3.3

Sep 2021 - May 2023

Center for Digital Media - Master of Digital Media

Specializing in visual development, Unreal cinematics, and interactive film. | GPA: 4.17

Skills

- Art Direction
- Motion Design
- Storyboarding
- Visual Development
- Compositing
- 2D Animation
- Sound Design
- Creative Problem-solving
- Colour Theory
- Typography
- Eye for Detail
- Work-efficient
- Texture Painting
- Critical Thinking
- Self-motivated
- Team-oriented

Tools

- Adobe After Effects
- Adobe Photoshop
- Adobe Illustrator
- Adobe Indesign
- Adobe Audition
- Unreal Engine
- Clip Studio Paint
- GitHub/GitLab
- FL Studio
- Figma
- Clip Studio Modeler
- TB Harmony/Storyboard
- Cinema 4D
- Blender
- Substance Painter

