

# Yie Hua Chee

[cheeviehua@gmail.com](mailto:cheeviehua@gmail.com) | +1-236 996 5904 | [www.cyiehua.studio](http://www.cyiehua.studio)

## About Me

Hello! I'm Hua, an end-to-end 2D artist with experience in 3D art, creative strategy, and visual development. Currently, I'm part of the Master of Digital Media program at Centre for Digital Media as a visual development lead for XR industry projects, and a 2D generalist at Departure Lounge Inc.

## Relevant Experience

Lackadaisy | Remote - 07/2022 - Current

2D Animation and VFX Compositor

**Lackadaisy** (also known as Lackadaisy Cats) is a webcomic created by American artist Tracy J. Butler. Set in a Prohibition-era 1927 St. Louis with a population of anthropomorphic cats, the plot chronicles the fortunes of the Lackadaisy speakeasy after its founder is murdered. The story is a mix of comedy, crime and mystery. Currently, the team is working on an animated film following the webcomic.

- Responsible for composition of images and shots by enhancing lighting, creating convincing shadows, effects, etc. with the goal of ensuring continuity throughout the film.
- Aligning with the director, animators, and compositing team to visualise final scenes through comp shots with quick turnaround prior to fine-tuning.

Center for Digital Media | Vancouver, BC - 09/ 2021 - Current

Creative Director, Visual Dev Artist, 2D Animator, Motion & Sound Designer

**Trickfilm** is an industry client for the Centre for Digital Media and animation streaming service. They are an interactive film platform aimed at helping creators to broadcast their work and to sell merchandise directly to viewers.

- Led creative direction of the film through storyboard, animatic, 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.
- Directed (3D sequence) and animated (2D) characters' fight choreography.
- Created concept art and further development of characters, props, and environments through character sheets, illustrations, and floor layout marked for action choreography.
- Created over 120 combinations of character designs for users to customise their character and bring it into a real-time rendering film.
- Supervised prop layout and UI/UX design by testing and validating interactive elements.

2D + Visual Development Artist, Compositor, Motion, Narrative, & Sound Designer

**The Elevator Game** is an interactive film built in Unreal Engine based on the East Asian urban legend of the same name. A promotional trailer and interactive prototype was completed within 12 weeks.

- Spearheaded art direction and narrative structure 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 sound design throughout the project.
- Created concept art and visual development of characters and environments from sketches to final artwork used in the trailer.
- Shaped the interactive story through beat sheets, storyboards, and playable prototypes.

2D Generalist, Motion, UI/UX, Narrative, & Sound Designer

**Departure Lounge Inc.** is an industry client for the Centre for Digital Media and immersive tech company. This project's goal was to design a virtual tour in a digital replica of the Vancouver Departure Lounge Metastage Facility to support their Metaverse-related technology and content initiatives.

- Developed UI designs, animated textures, motion graphics, graphic design, as well as interaction design and brand guidance.
- Wrote and scripted all interactions including recording and finalising the voiceover.
- Designed the virtual experience through storyboards, user flow, wireframes, and rapid interactive prototyping, resulting in a playable walkthrough that runs on PC.
- Guided art direction and aligned visual and interactive concepts with the team and client.
- Created a promotional trailer using After Effects and Unreal Engine for Departure Lounge's Virtual Departure Lounge, which was now added to company-wide promotional assets.

Visual Development Artist, Motion, UI/UX, Sound Designer

**The Lamplighter** is a vertical slice demo and 2D puzzle platformer made in Unity Engine. It follows the eponymous Lamplighter on their journey to bathe the world in light again, or leave it in darkness.

- Led visual direction of the game through user flows, game design, and storyboards.
- Illustrated polished artwork and composited assets to create a promotional trailer for the game, accompanied by sound design.
- Designed and developed in-game UI elements according to user testing results.
- Created concept art of environments in line with considerations for the development pipeline.

Visual Development, In-game Cinematic Artist

**We Have No Future** is a 2.5D puzzle platformer game where you play as Nova, an outcast from the dark world of Neeth who has to find her path. We Have No Future aims to release a playable demo by early 2023.

- Collaborating with concept artist, narrative designer, and game developers to visualise the world, characters, weapons, and different environments.

Concept artist, UI/UX Designer

**Terrarium** is a mobile city simulation game for players to sustainably grow and manage a floating city.

- Art directed and developed 36 concepts of game assets and overall UI design.
- Initiated creative strategy to define the game's direction through research and data analysis by creating empathy maps, personas, and user journeys to guide design decisions.
- Created a promotional trailer using After Effects for motion graphics and compositing, and finalised voiceover recording and sound design in Adobe Audition.
- Designed the onboarding, offboarding, and user flow using storyboards and wireframes.

## Other Work Experience

Departure Lounge Inc. | Vancouver, BC - May 2022 - Present

2D Art and Design Generalist

- Creating concept art, UI/UX, motion graphics, graphic design, and providing art and creative direction for various projects.

VoPay International Inc. | Vancouver, BC - Oct 2021 - Mar 2022

UI/UX Designer

- 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.

## Dentsu One Sdn. Bhd. | KL, Malaysia - Mar 2020 - Aug 2021

### Creative Hybrid

- 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. Clients included Suntory, Toyota, Ensure, BONIA, WONDA Coffee, Pizza Hut, and BadLab.

## Freelance Projects | Remote - Jan 2018 - Sep 2021

### Art Director, Senior Copywriter, Motion, Audio, & Graphic Designer

- Key achievement: Developed the campaign concept, creative strategy, key visuals, and produced print and digital deliverables for McLaren x 7-Eleven's local campaign.
- Art directed, illustrated, animated and provided voiceover for a video commercial for Oyoshi.
- Senior copywriter and strategist for Yellow Leads on Neuvida and Fujioh digital campaigns.
- Directed various briefs for campaigns ranging from print to digital alongside copywriters. Job scope includes work from conceptualisation to final output.

## Clan Malaysia Sdn. Bhd. | KL, Malaysia - Sep 2018 - Jan 2020

### Jr Art Director

- 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.
- Clients include U Mobile, AmBank, Maybank, Petronas, Nespresso, MyTheo, Big Bad Wolf, Kayak, Tourism Terengganu, and Toyota.

## McCann Worldgroup | KL, Malaysia - Feb 2018 - Aug 2018

### Graphic Designer

- Key achievement: Conceptualised and designed exhibition layout and interior walls for Petronas Gallery. (Apr - Jul 2018: Visual Dialects - Cultural Ties That Bind)

## Education

Apr 2014 - May 2018

University 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 2D art & animation, motion design, and interactive film. | GPA: 4.17

## Awards

Sep 2021

Center for Digital Media - MDM Entrance Scholarships

Awarded to Master's of Digital Media students with high quality samples of work and academic performance during their undergraduate studies.

Jan 2022

Center for Digital Media - MDM Returning Scholarships

Awarded to Master's of Digital Media students who maintain high-achieving academic performances at the end of a semester.

## 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