

KUOZHENG HAO

STORYBOARD / VISUAL DEVELOPMENT ARTIST

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EDUCATION

MASTER OF FINE ARTS, University of California, Los Angeles

Sep 2016 – June 2019

BACHELOR OF FINE ARTS IN ANIMATION, Savannah College of Art and Design

Sep 2012 – May 2016

WORK EXPERIENCE

IP TEAM CREATIVE DIRECTOR, Tencent

Sep 2021 – present

- Supervised the production of League of Legends (LoL) Lunar Revel 2022 cinematic "A Hero Awakens" (5M views on Youtube and Weibo in 3 weeks) including vendor selection, story exploration, aesthetics establishment, etc.
- Co-directed the LoL CN region Phoenixmancers cinematic "Rebirth" in collaboration with CRCR animation studio.
- Designed and created a series of Arcane (LoL animated series) animated stickers on WeChat and QQ (170k downloads and 376k sending volume in total in 3 weeks).
- Led video production projects from beginning to end, including but not limited to selecting vendors based on project themes and matched art styles, providing references, setting up production schedule, reviewing and examining WIP works, and providing feedback on storyboard, shots, modeling, and rendering.

ANIMATION DEPARTMENT LEAD, DA Culture International Inc.

Mar 2021 – June 2021

- Revised and Provided feedback on the animators' work to ensure the quality of the animation projects.
- Communicated and collaborated closely with the post-production department to manage and align the production schedule, assigning tasks and keeping track of the team members' work.
- Optimized the animation production procedure to improve production efficiency.

STORY INTERN, Pixar Animation Studios

Aug 2020 - Nov 2020

- Completed the 12-week classroom-based Story training course and gained knowledge about the Pixar story process.
- Completed and pitched a series of visual storytelling assignments under the supervision of story mentors.
- Interpreted and translated scripts into visual storyboards with a sense of humor and entertainment for multiple types of creative projects.
- Applied storytelling techniques for film and made effective use of cinematic language.

ART SUPERVISOR, Shenzhen Jimei Cultural Technology Co.

July 2020 – Sep 2020

- Led a group of 8 illustrators to create a series of 8 animal-themed illustrated children's educational books.
- Assigned tasks based upon the illustrators' art styles and skills.
- Set up the illustration production timeline and provided timely paintover and feedback to ensure the quality of the work and the on-time delivery.

CONCEPT ARTIST/ILLUSTRATOR, T-Rex Lab Co.

Apr 2020 – July 2020

- Created appealing and vivid illustrations for characters in games based on the concept.
- Created detailed model sheets for 3D artists to work from.
- Created expressive concepts for various projects with the ability to adapt to different styles accordingly.

STOP MOTION PRODUCTION ASSISTANT, Chiodo Bros. ("Alien Xmas" by Netflix)

Sep 2019 – Nov 2019

- Organized inventories and assisted the normal operation of the puppet department.
- Built precise puppet models according to concept designs.
- Designed accessories for the main character.

ACCOMPLISHMENTS/AWARD

FIRST PLACE, BYD E Area Online Illustration Competition Professional Category

2020

Dumbo Film Festival Official Selection

2019

SEMI-FINALIST, Best Short Fest

2019

SEMI-FINALIST, Los Angeles Cinefest

2018

Miami Independent Film Festival Official Selection

2018

Red Dot Award

2017

SOFTWARE

| TVpaint | Adobe Photoshop | Adobe Premiere | Adobe After Effects | Toon Boom Stage |
| Zbrush | Dragonframe | Toon Boom Storyboard Pro | Maya | Topogun | UV Layout | SAI Paint Tool |