

Kathryn Liu

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experience

The Coalition Studios/Microsoft, Vancouver, BC, Canada
Art Director: Media Services, September 2015–present

Art Director for the in-house Media Services group for the Gears of War game franchise. Working with the Studio Leads to develop and ensure adherence to the franchise tone and visual direction, working with the Esports, Community, Licensing and Marketing groups to provide promotional materials to support the game franchise.

Black Tusk Studios/Microsoft, Vancouver, BC, Canada
Art Director: UI and Branding, June 2013–September 2015

New IP development for a AAA console game, working with discipline leads, Art and Creative Directors to explore style and tone. Worked on the Gears of War 4 console game as Art Director of UI, building the team and leading pre-production Art Direction.

Kathryn Liu Design, Vancouver, BC, Canada
Founder, July 2009–present

Graphic design and illustration studio working with clients in gaming, marketing, publishing, travel and entertainment.

SkyBox Labs, Vancouver, BC, Canada
Art Director, September 2011–January 2013

Studio Art Director for a startup game developer working closely with a major publisher and hardware company on gesture-based console, mobile and tablet entertainment and lifestyle product.

Worked directly with publishing client to ensure alignment across teams, worked with multiple in-house teams across various products (client co-productions as well as studio new IP projects) and disciplines (production, design, UI, 3D modelling and animation, 2D illustration and software engineering)

Electronic Arts (Canada), Vancouver, BC, Canada
Art Director, February 2010–September 2011

Worked with the New IP group, collaborated on conceptual development of new properties from market opportunities through playable prototypes.

Worked with the EA Sports Active team during pre-production as Brand Art Director.

Worked with the SSX team as UI Art Director. Worked with production and writers on core concepts, pre-visualized the 2D/3D UI visual targets, cast the new UI art team and worked with artists and SEs on UI prototypes.

Pandemic Studios, Brisbane, QLD, Australia
Contract Interface Designer, December 2007–February 2008

Interface design concepts for the front end screens and in-game HUD of an unannounced next gen game.

Hoodlum, Brisbane, QLD, Australia
Contract Creative Director, April 2007–November 2007

Strategy and creative direction for a digital entertainment company with clients in television (Australia and UK) and corporate brands delivering branded entertainment across broadband, mobile and TV.

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Electronic Arts (Canada), Vancouver, BC, Canada
Art Director, May 2002–November 2005

Art direction of FIFA Manager '06, a European market football manager game. Lead visual design process including pre-production/concept development, art integration, management of third party developer art production and management of internal visual design team.

Art direction of EA Sports Online '03 and '04. Worked with multiple teams to insure consistency of EA Online brand as well as hierarchical sub-branding for franchise titles. Managed and mentored an internal design team as well as design contractors.

Red Sky Interactive/Agency.com, San Francisco, CA
Creative Director, February 2000–April 2002

Responsible for creative vision through all aspects of projects from brainstorming to implementation to delivery. Leadership of the creative team through concepting, visual design and client presentations. Fostered a creative atmosphere within the design group, provided mentorship to art directors and designers and fostered a collaborative environment with the individual segments of the larger Red Sky. Worked with strategists, account planners and new business people to identify and pitch potential clients. Clients included The Coca-Cola Co. (Coke Classic, diet Coke, Sprite, KMX), Miller Brewing Co., Universal Pictures and Visa USA.

Art Center College of Design, San Francisco, CA
Instructor, January 2001–August 2001

Developed curriculum and conducted two semesters of an Introduction to Graphic Design class for Art Center at Night extension program. Covered topics included semiotics, conceptual problem solving, type and image, color theory, typography and history of design. Provided educational and career mentorship to students.

Mondo Media, San Francisco, CA
Design Director, January 1998–January 2000

Worked collaboratively with a diverse team of 2D and 3D artists and designers on projects ranging from planetarium interface graphics to video game cinematics, to gaming interfaces to broadcast graphics. Re-designed company corporate identity and managed printing and fabrication process for stationery system and signage.

Disney Interactive, Glendale, CA
Designer, May 1996–April 1997

Designed interfaces and graphics for various entertainment properties. Designed booths, signage and print materials for the trade shows SIGGRAPH '96 and SIGGRAPH '97. Managed print and fabrication process for all signage and print collateral.

education

Art Center College of Design, Pasadena, CA
BFA, Graphic and Packaging Design — Honors

University of California, Santa Cruz, CA
BA, Art History and Visual Culture — Honors