

# Helen Zhang: game artist

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BOULDER, CO

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## Objective

To contribute my **2D concepting, illustration, animation, UI design, and 3D modeling and texturing** skills to a challenging professional career in **video game development**.

## Skills

- **Illustration/concept art:** Adobe Photoshop, Corel Painter
- **UI Art & Design, vector graphics:** Photoshop, Illustrator, Flash
- **Texturing & UV unwraps:** Photoshop, 3D-Coat, Crazybump, Mudbox, Zbrush, 3DS Max
- **2D Animation/Motion graphics:** After Effects, Flash
- **3D modeling/sculpting:** 3DS Max, Maya, Mudbox, Zbrush 3.1
- **Game engines:** Unity, Flare3D
- **Version control:** Perforce, Subversion

## Projects & Experience

### ARTIST, MULTIPLE PROJECTS, BACKFLIP STUDIOS: BOULDER, CO, APRIL 2013 - PRESENT

- UI/UX Design for *NinJump Rooftops*, *NinJump Smash*, *DragonVale Pop*, and *DragonVale* (current project) - working closely with Game Designers to bring UI from wireframes to final, production-ready assets. Implemented UI for *NinJump Smash* and *DragonVale Pop* with NGUI and Unity.
- Primary artist on 3D bubble shooter *DragonVale Pop* (Android), working as a duo with a programmer/designer hybrid: took over UI design, concept, illustration, logo/icon creation, 3D environment asset modeling/texturing, world-building, asset optimization and implementation using NGUI and Unity. Responsible for reducing 300+ draw calls in a given level by reducing all sprites to a single draw call using Sprite Packing and texture atlas tools.
- 2D Concept, Illustration, Logo and Icon design: Created character & environment concepts for *NinJump Rooftops*, in addition to boosts, IAP, and mission icons. Created logo and icon for *NinJump Smash*, and logo for *NinJump Dash*.
- Art direction and consulting for *NinJump Dash*, providing extensive written and visual feedback on UI art and design for a published title in the *NinJump* franchise.
- Training and on-boarding new UI artists on *DragonVale* - establishing and documenting best practices and processes while unifying and improving upon the existing style

### SENIOR ARTIST, CITYVILLE 2, ZYNGA: TIMONIUM, MD, MAY 2011 - FEBRUARY 2013

- 3D modeling, UV unwrapping, texturing, and basic rigging/animating low poly environment assets, buildings, and props for 3D social game *CityVille 2* using 3DS Max and Photoshop
- Establishing and documenting 3D asset pipelines while informing art tool creation for use in a real time 3D engine
- Researching and developing creative broad strokes to solve technical problems, like how to optimize low poly trees that still retain a high quality aesthetic, and how to approach interlocking roads, clouds, and terrain pieces
- Collaborating with designers, engineers and production managers to execute new features and tech, while keeping a keen eye on what is technically possible, aesthetically pleasing, and profitable

### SENIOR ARTIST, FRONTIERVILLE, ZYNGA: TIMONIUM, MD, OCTOBER 2009 - MAY 2011

- 2D concepting, vector illustration, and Flash animation for social game *FrontierVille* as a founding artist; influencing the early look and feel of the game, and creating a majority of the game's animating animals during live production
- Honing an efficient and flexible work style in response to an aggressive feature cadence, consumer demands, and shifting Facebook policies
- Getting new artists up to speed, informing art tool creation, attending spec reviews and interpreting art asset asks
- Familiarity with XML coding for asset implementation and amending cross-discipline bottlenecks
- Utilizing creative problem solving skills to overcome technical hurdles and art errors

## Education

University of Maryland, Baltimore County — Bachelor of Visual Arts, Summa Cum Laude (3.97): May 2009

## Honors

**Group Hackathon winner (Zynga, 2012)** - Tied first place in a group Hackathon, operating as principal artist responsible for most of the art assets for a game produced in a weekend

**Individual Hackathon winner (Zynga, 2012)** - Won first place in the Character Art category

**Shirt.woot.com (2009)** - 3rd place Derby winner for t-shirt design. Awarded \$1000 and royalties: the design has sold over 2900 shirts.

**Try to Believe Contest Winner (2008)** - 1st place from the Brooklyn Philharmonic for collaborative animation with IRC Fellows class.

**Linehan Artist Scholar (2005-2009)** -Full scholarship to attend UMBC for excellence in visual arts

**Imaging Research Center Fellow (2006-2008)** - \$10000 for outstanding performance in visual arts/technology

### **Studica Skills:**

Wacom Intuos challenge (2007) - 2nd place

Sketchbook Pro challenge (2007) - 2nd place

Sketchbook Pro challenge (2006) - 3rd place

**President's List, UMBC (Fall 06-Spring 08)**

**Dean's List, UMBC (Fall 05-Spring 08)**

**RISD Annual Art Award (2005)**

## References

Available upon request.