

ZEQIAN HOU

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SUMMARY

Seasoned creative with over 10 years of experience as a Concept Artist and Art Director. I have contributed to the success of over 100 projects for gaming industry giants like Tencent, Activision Blizzard, Ubisoft, Electronic Arts, Zynga, Kabam, Wizards of the Coast, Warner Bros, 2K, Blue Hole, Epic Games, and Machine Zone. As an Art Director, led teams to achieve the following milestones:

- Delivered 10+ marketing artworks for "Call of Duty: Warzone Mobile", including Apple and Google App Store "Featuring" and "App of the Day" Pages.
- Provided 20+ Dinosaur armor designs, from 2D concepts to 3D in-game ready assets for "Ark 2".
- Developed 30+ prop designs for "Tom Clancy's The Division 2".
- Produced 20+ card illustrations and a seasonal event trailer for "Hearthstone".
- Rolled out 50+ card illustrations and marketing pieces for "Contest of Champions."
- Contributed 20+ card illustrations and trailer illustrations to the "Magic the Gathering" series.
- Designed 30+ icon designs for "PUBG: Battlegrounds".
- Played an essential role in either full or partial NFT collections, such as SkateX, DOTs (Designated Observational Travelers), and Digidaigaku Heroes.
- Spearheaded the creation of 30+ style explorations, style guides, or art bibles across diverse game and web3.0 projects.

EXPERIENCE

Concept Art House, San Francisco, CA

Art Director (US Headquarters)

08/2019 - Present

- Actively participated and guided the art team in assisting with the production of multiple AAA games, mobile games, and NFT virtual asset projects.
- Organized and managed a multi-departmental art team, creating a comfortable working atmosphere and environment to maximize team productivity and creativity.
- Developed art direction and production standards to ensure the team could efficiently and continuously execute and output high-quality art assets.
- Established and maintained clear communication channels with upstream clients and downstream outsourcing suppliers, ensuring all parties' expectations in terms of project goals, quality, time, and cost remained aligned throughout the project execution.
- Introduced innovative tools and techniques to ensure the studio and art team remained at the forefront of industry trends.
- Supervised the art department's performance evaluation and budget, ensuring optimal resource allocation while keeping the team competitive in the market.

Concept Art House, Shanghai, China

Art Director (Shanghai Division)

01/2018 - 08/2019

- Built, managed, and led an art outsourcing team of over 40 artists and project managers, participating in and leading art teams in assisting with the production of numerous AAA and mobile games.
- Strengthened collaboration and communication within and between teams, enhancing team cohesion while maintaining members' specialized advantages and improving overall team execution efficiency and competitiveness.

- Collaborated with major manufacturers and brands to better integrate outstanding IPs into games.
- Screened and recruited talent, formulated artist performance evaluations, and made rational and effective salary decisions.

Concept Art House, San Francisco, CA

Concept Artist, Art Lead (US Headquarters)

12/2015 - 12/2017

- Designed and produced original characters, scenes, and concept designs for various game-related art assets according to the needs of different projects.
- Worked closely with the art director and other design departments to ensure that the provided concepts and designs met art direction and narrative requirements while ensuring smooth handover and collaboration with 3D or animation departments.
- Provided creative and design ideas for various clients and projects, offering valuable opinions and suggestions for the early stages of art style and concept exploration in game projects.
- Optimized project production processes, integrated team resources, improved efficiency while ensuring the quality of art asset output.

Flatter Than Earth, San Francisco, CA

Concept Artist, Art Lead

01/2015 - 01/2016

- Set and produced iconic core characters and scenes based on project direction.
- Collaborated closely with design and development teams to ensure effective conversion of various designs into actual art assets.
- Managed the art team, ensuring smooth coordination with other teams while ensuring projects were completed on time and within budget.
- Interacted with the gaming community at offline events and on social media, collecting valuable feedback that could influence future development.

Atomic D, San Francisco, CA

Concept Artist

02/2014 - 01/2015

- Produced a variety of concept designs, character, and scene illustrations for different advertisements, publications, and promotional materials.
- Designed icons, logos, and posters for campaigns and advertisements for brands like Samsung, AT&T, and New Balance.
- Collaborated with various creative and production teams to ensure smooth project progression and execution.

EDUCATION

International Technological University, San Jose, CA

Master of Science in Digital Arts (2015-2016)

Academy of Arts University, San Francisco, CA

Master of Fine Arts in Animation and Visual Effects (2010-2014)

Hebei University of Science and Technology

Bachelor of Fine Arts in Animation. (2005-2009)

SKILLS

Art Direction; Creative Strategy; Concept Arts; Project Management; Team Leadership.

Adobe Photoshop, Adobe After Effects; Adobe Premier; Blender; Maya; Unity; 3D Coat; Bueno;
MS Office Suite.

Languages

Chinese: Native
English: Proficient