

Yi Zhou (Joy)

Illustrator & Visual Development Artist

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Professional Summary

Illustrator and concept artist with 5+ years of professional experience spanning visual development, character design, and game asset production. Skilled in building immersive narrative worlds through cinematic composition and sequential storytelling. Currently completing a BFA in Illustration at the School of Visual Arts (SVA), New York. Combines strong commercial pipeline experience with a distinctive cross-cultural visual sensibility.

Education

School of Visual Arts (SVA) — New York, NY

Bachelor of Fine Arts (BFA) in Illustration | Sep 2023 – Expected May 2027

- SVA Honor Scholarship recipient (\$94,000 merit award, 2023)
 - Jack Potter Memorial Award
 - Published Featured Artist, *SVA 2025 Journal* (Fall Edition)
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Professional Experience

Visual Development Artist — Original IP

Independent Project: "The Ashen Throne" | New York, NY | 2024 – Present

- Conceived and developed an original animated series pitch bible, encompassing world-building, character design, and sequential narrative illustration.
 - Produced a series of **panoramic key art compositions** designed as both standalone visual storytelling pieces and sequential narrative flow — mirroring the pitch-deck format used in professional animation studios.
 - Inspired by the cinematic language of Hayao Miyazaki and the atmospheric density of Zdzisław Beksiński, building a visually distinctive dark-fantasy universe.
 - Delivered work in both English and Chinese markets, demonstrating cross-cultural storytelling capability.
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Concept Artist & Game Asset Designer

Shanghai PaperDog Culture | Shanghai, China | Dec 2021 – Sep 2022

- Collaborated within a fast-paced game development team to create **character designs, costumes, props, and environment assets** for commercial game projects.
- Ensured strict stylistic consistency with the project's art direction while meeting aggressive production deadlines.
- Worked within game development pipelines, producing deliverables compatible with engine integration and asset management workflows.
- Demonstrated rapid iteration skills and responsiveness to art director feedback across multiple revision cycles.

Medical Illustrator — Clinical Publications

Shanghai Ninth People's Hospital & Medical Publishers | Dec 2021 – Present | Remote

- Sole illustrator for the professional textbook *Ocular Surface Reconstruction* (ISBN: 978-7-117-37904-5), producing 40+ publication-ready medical illustrations.
- Managed long-term project deliverables across concept, revision, and final print stages, demonstrating strong project management and client communication skills.

Communications Coordinator & Event Planner

SVA Chinese Student Organization | New York, NY | Sep 2024 – Present

- Design promotional materials, campaign visuals, and social media content for campus-wide cultural events.
- Manage multi-team coordination and logistics, expanding organizational reach through compelling visual branding.

Operations Support & Assistant Instructor

Helen O' Grady Drama Academy | Shanghai, China | Aug 2020 – Jan 2021

- Assisted in teaching theater performance, developing skills in narrative pacing, staging, and visual storytelling applicable to illustration and storyboarding.

Technical Skills

Category	Skills
Visual Development	World-building, character design, environment concept art, prop/asset design, storyboarding
Sequential Art	Panoramic compositions, pitch bible layout, cinematic key art, narrative flow design
Digital Tools	Adobe Photoshop, Adobe Illustrator, Procreate, Clip Studio Paint
Traditional Media	Pen & ink, watercolor, gouache, graphite
Production	Game asset pipelines, editorial illustration, print-ready workflows
AI & Technology	Generative AI integration (ChatGPT, Midjourney, Gemini), web development
Languages	English (Fluent), Mandarin (Native)

Selected Projects

- **"The Ashen Throne"** — Original visual development pitch bible for animated series (7-panel panoramic key art sequence, character designs, world-building)
- **PaperDog Culture** — Commercial character & asset design for game studio (character sheets, costume variants, environment props)
- **SVA Journal** — Featured Artist, Fall 2025 Edition
- **BiobankX.com** — Independently developed and launched a commercial web platform integrating AI-driven workflows

Core Competencies

- Visual Storytelling & Cinematic Composition
- Game Development Pipeline Proficiency
- Rapid Iteration & Art Direction Responsiveness
- Cross-cultural Creative Collaboration (US/China)
- Original IP Development & Pitch Bible Production
- Self-directed Project Management