DAVID LUONG

Art Director and creative leader with 20 years across video games in AAA, indie and startups, with credits at Blizzard Entertainment including World of Warcraft, Overwatch, StarCraft and Diablo. Hires, mentors and manages art leads, artists and outsourcing vendors. Skilled in art direction, visual development, and art pipeline leadership. Leading by example, empathy, expertise, experience and passion.

davidluong.net | artstation.com/ackdoh | linkedin.com/in/ackdoh | david@davidluong.net | +1.951.534.9970

Work Experience

Couch Heroes | Full Time, Remote (Based in Europe) | November 2024–October 2026
Oversaw all studio art: MMO UE5 video game '*Project Agora*', marketing, brand and trailers

- *Visual Concept Development:* Defined the artistic vision and style; oversaw mood boards, style guides and concept sketches.
- *Executive Collaboration:* Partnered with C-level and executive leadership to align and maintain the vision of game art.
- Team Leadership: Led and mentored artists and designers; facilitated collaboration across departments. Managed a team of 35+ artists in the studio, including Art Leads for Environment, Character, VFX, Tech Art, and Animation. Hired all Art Leads and ran department hiring and performance reviews.
- Vendor and Outsourcing Management: Hired and managed outsourcing vendors for the studio's art production, keeping their work on time and in style.
- *AI & Generative Workflows:* Claude, ChatGPT, MeshyAI, and other experimental AI to support production and art team workflows
- *Art Production Oversight:* Supervised 2D/3D assets, environments, characters, animation, cinematics, tech art, VFX, UI, & outsourcing vendors; kept delivery on time and consistent. These were for the stylized world and all art to match that.
- *Technical Integration:* Worked with technical artists and developers to keep assets functional in-engine, within budget.
- *Quality Assurance:* Reviewed work against the creative brief and resolved artistic and production challenges.
- *Problem Solving:* Developed visual solutions that enhanced user engagement, storytelling and gameplay.

Sony Immersive Music Studios | Contract Remote | July 2024-December 2024
Served as UE5 Cinematographer for Sony's R&D Team, using MetaHumans and virtual environments

- Developed cinematic art in Unreal Engine 5, including blocking, camera work, layout, lighting, rendering, compositing, digital matte painting & VFX
- Oversaw asset surfacing, look polish and final frames
- Ran post-process calibrations and wrote pipeline documentation, setting up ACEScg, OCIO, and LUTs for the project

StoryProtocol.XYZ | Contract Remote | June 2024-July 2024
Worked as senior UE5 lighter on an in-game cinematic trailer announcement for David S. Goyer's Providence IP

- Lit cinematic in-game assets in Unreal Engine 5
- Composited in Nuke from UE5 MRQ renders

Parallax Studios | Full-Time Hybrid, Los Angeles, CA | October 2023-March 2024
Served as Art Director for an art agency, leading in-house and external outsourced artists while interfacing with clients and the exec team

- Served on the creative leadership team reporting to the CEO, providing studio artistic direction
- Art directed props, characters, environments and key art for Riot Games' "A Prince's Wish" cinematic
- Directed in-house and outsourced artists, giving feedback on anatomy, color, perspective and shape; hired and reviewed in-house artists and outsourcing vendors
- Mentored artists in their artistic and professional growth

Imagendary Studios | Full-Time Hybrid, Irvine, CA | December 2021-July 2023
Served as Lead Artist, focusing on skyboxes and digital matte paintings while also lighting characters and environments in UE5

- Created digital matte paintings and environments, supporting VFX and lighting on an unannounced AAA cinematic/game
- Lit characters and environments with PBR materials, Nanite, Lumen and shader editing
- Collaborated with concept artists, modelers and VFX supervisors on high-quality visuals
- Wrote lighting and matte painting best-practice documentation
- Created custom HDRI textures and 360° skyboxes
- Led artists on lighting and matte painting, mentoring them through production

Blizzard Entertainment | Full-Time In Office, Irvine, CA | November 2006-December 2021 | **15 Years of Service**
Worked as Sr. Cinematic II Artist on art for World of Warcraft, Overwatch, Diablo, StarCraft, Heroes of the Storm, Hearthstone and more

- Handled lighting, rendering, compositing and matte paintings for cinematics across all game franchises
- Mentored mid and junior artists, providing feedback and artistic direction
- Led key character and environment looks for cinematics and trailers

- Created concept art and matte paintings for early cinematic visual development
- Worked on pre-rendered and in-engine real-time cinematics
- Collaborated with directors and art directors on story and artistic vision

Rhythm & Hues Studios | Full-Time In Office, Marina del Rey, CA | January 2006-November 2006
Worked as compositing artist at Academy Award-winning VFX studio on several feature films

- Composited for movies Garfield 2: A Tail of Two Kitties, Night at the Museum and Superman Returns
- Integrated VFX into live-action footage, including greenscreen, rotoscoping and tracking

Luma Pictures | Full Time In Office, Santa Monica, CA | June 2005-December 2005
Worked as Digital Paint and Roto Artist for boutique visual effects house, on movies and commercials

- Did digital painting, rotoscoping, rig/wire removal, warping for the film Underworld: Evolution using Shake.
- Performed initial compositing to be handed off to team.

Other Experience

SPEAKER EVENTS:

Kind of Art | Copenhagen, Denmark 2024 · **SparkFX** Virtual Conference | Vancouver, Canada 2022 · **Art Center** Virtual Guest Speaker | Los Angeles, USA 2021 · **Riverside Community College** | Riverside, USA 2019 · **GDC** "Amplify New Voices" Workshop | San Francisco, USA 2018 · **Creative Coast Festival** | Malmo, Sweden 2018 · **IFCC** | Zagreb, Croatia 2017 · **CreativaFest** | Mexico City, Mexico 2016 · **Nordic Game Conference** | Malmo, Sweden 2016 · **PixelVienna** | Vienna, Austria 2015 · **TLP LANParty** | Tenerife, Spain 2011

PUBLICATION:
d'Artiste: Matte Painting Vol. 3 with Ballistic Publishing | 2013

Co-authored with Milan Schere and Damien Mace. Created tutorials and had featured art for the acclaimed d'Artiste book series with foreword by legendary ILM traditional glass matte painter, Michael Pangrazio.

INSTRUCTOR:
CGMA Academy with CGSociety.org | 2008 – 2017

Taught an 8-week online workshop, Intro to Digital Matte Painting, dealing with color theory, digital matte painting, & projection work to create portfolio pieces for students.

ART GALLERY:
Curator/Founder, Photonic Playground Art Gallery | 2014 – 2020

PHOTOGRAPHY:
Founder/Art Director, Catalina Captures | 2025-Present

EDUCATION:
Academy of Art, San Francisco, Bachelor of Fine Arts (BFA) in Animation and VFX, 2001-2005

LANGUAGES:
English (Native) | Vietnamese (Intermediate)

Work Eligibility:

Can work in the U.S. indefinitely without sponsorship. Currently living in Los Angeles, CA, 90704 USA

Skills

Cinematic Director, Art Director, Cinematic Art Director, Art Direction, Creative Direction, Creative Leadership, Team Leadership, Mentorship, Art Production Oversight, Art Pipeline, Pipeline Documentation, Quality Assurance, Art Review, Paint Overs, Creative Brief, Cross-Department Collaboration, Executive Collaboration, Stakeholder Management, Outsourcing Management, Vendor Management, Problem Solving, Storytelling, Player Engagement, Concept Art, Visual Development, Visual Concept Development, Style Guides, Mood Boards, Look Development, Visual Style, Environment Art, Character Art, Game Cinematics, In-Engine Cinematics, Pre-Rendered Cinematics, Real-Time Cinematics, Cutscenes, Trailers, Cinematography, Blocking, Camera Layout, Lighting, Lighting Design, Rendering, Compositing, VFX, Visual Effects, Digital Matte Painting, Skyboxes, HDRI, 360 Panoramas, Rotoscoping, Post-Process, Color Grading, Color Calibration, Final Frames, Look Polish, Asset Oversight, Surfacing, PBR Materials, Shader Editing, Materials, Unreal Engine 5, Unreal Engine Cameras, Sequencer, Movie Render Queue, Lumen, Nanite, Real-Time Rendering, Technical Art, Technical Integration, Game Development, Nuke, AI, Generative AI Workflows, Generative Art, Claude, ChatGPT, MeshyAI, Adobe Photoshop, Adobe Premiere Pro, Adobe Lightroom, DaVinci Resolve, Git, Perforce, Jira, Atlassian, Confluence, Slack, Google Workspace, Blizzard Entertainment, StarCraft II, World of Warcraft, Overwatch 2, Hearthstone, Diablo IV, Heroes of the Storm, AAA Games, MMO, Video Games, Film, Animation, Teaching, Workshops, Public Speaking, Art Gallery, Portfolio Development, AAA Game Development, Shipped AAA Titles, Hiring, Performance Reviews, Art Lead Hiring, Vendor Hiring