

Chloe Chan

Art Lead



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NATIONALITY Canadian

LINKS [Portfolio](#)

Profile

Art lead with extensive experience in visual design and development. From concept generation to project management, focusing on character design and brand integration. As a lead, I'm passionate about establishing a collaborative environment built on trust, and matching my team's strengths to unique problems to provide key solutions.

Employment History

Jan 2020 – Present

VANCOUVER

Art Lead

A Thinking Ape

- Decide direction of new content such as theming for features, events, and game systems
- Responsible for overall quality of all creative assets related to the title including branding (social media, promotional material) and growth (marketing, app store assets)
- Collaborate with product team to set metrics of success for campaigns
- Advise wider game team based on data related to art of each campaign
- Manage team to ensure projects are on schedule and to set quality standards
- Identify and fill roles on team

Jun 2016 – Jan 2020

VANCOUVER

Senior Artist

A Thinking Ape

- Hire and manage a team of four live-ops artists
- Provide direction and support for team's career growth paths
- Responsible for overall art quality of game
- Researching and compiling reference packages for outsourcing artists

Jan 2014 – Jun 2016

VANCOUVER

Game Artist

A Thinking Ape

- Revamped and established new art style for existing fashion-centric live ops game to appeal to larger audience and provide more robust platform for monetization
- Collaborate with game design team to establish tone, style, and content plans for the game
- Evaluate and select outsourcing partners
- Provide support and guidance for junior artists
- Work with internal and external team to create in-game assets including props, characters, and locations

Oct 2013 – Nov 2013

MONTREAL

2D Artist

Kitfox Games

- Created in-game assets for props and locations

Feb 2013 – Sep 2013

MONTREAL

Environmental Artist

Double Stallion Games

- Founding member and one of two artists working on independent studio's first game
- Developed environmental concepts, assets, and levels on a open-source engine

Nov 2013 – Jan 2013

VANCOUVER

2D Artist

Iugo Mobile Entertainment

- Created in-game UI assets for game titles

Feb 2012 – Aug 2012

VANCOUVER

2D Illustrator

Zeros 2 Heroes Media

- Character art for "Animism"
- Character and background art for "Animism" casual game
- Colouring for "Continuum" comic book

Sep 2010 – Sep 2013

VANCOUVER

Adjunct Instructor

University of British Columbia

- Taught Graphic Novel and Manga I to class of 30 students per semester
- Conducted lectures, led workshops, and provided critiques on student work

Oct 2016 – Present

VANCOUVER

Freelance

- Specializing character and environment assets on games
- Works include cutscene illustrations for *Children of the Zodiacs*, character illustration for *Mercenary of War*, avatar system for Battlefy esports platform, and contributions to various unreleased projects for independent studios

Education

Sep 2006 – Apr 2009

NORTH VANCOUVER

Capilano University

IDEA, Illustration and Design

Languages

English



Cantonese

