

KEHAN(LUNA) LU

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PROFESSIONAL SUMMARY

A driven gaming idea and character designer focusing on drawing character design and concept development. Presents a whole portfolio with complex tales and world-building. Capable of turning client ideas into compelling visuals. B.A. Illustration, Art Center College of Design. Experienced in freelance work and customer service, building a loyal fanbase through anime events and social media advertising. Fluent in Mandarin and English.

Technical Skills:

- Experience with Adobe Photoshop, Celsys CSP, Autodesk Maya, and other image processing and 3D modeling applications to create unique designs and animations.
- Experienced in Live2D technology, creating lifelike 2D animated figures and compelling interactive scene effects.
- Expert in Storyboard Pro, design, and art, specializing in visual tales and storyline progression.

Language Skills:

- Fluent English: Cross-cultural project communication expert/ Chinese native/ Basic Japanese: Daily useable.

Identity Qualifications

- Anime Convention Vendor (Artist Alley)

EDUCATION

Art Center College of Design, Pasadena, CA

Bachelor of Arts in Illustration with a focus on Entertainment, December 2024 (Expected)

- Relevant Coursework: Visual Development, Character Design, Storyboarding for Animation

Academic Achievements:

- Consistently earned the highest-level scholarship since enrollment.
- Served as a Teaching Assistant, demonstrating leadership and commitment to academic excellence.

PROFESSIONAL EXPERIENCE

Freelancers Union

Independent Illustrator and Concept Designer, May 2022 - October 2024

- Created and organized a detailed personal portfolio that includes complete narratives, world-building concepts, and intricate designs for characters, items, and environments, showcasing versatility and creative depth.
- Developed innovative designs for book covers, anime items, and other designs using Photoshop, Clip Studio, and Illustrator.
- Engaged with clients to ensure accurate comprehension and implementation of their creative needs, cultivating robust working relationships and consistently delivering high satisfaction.
- Improved skills by studying Maya for 3D modeling, Live2D for interactive design, and creating engaging video content for social media platforms like TikTok, displaying versatility and commitment to continuous learning and creativity.

Digihouse U.S. Real Estate Company, Shenzhen, China

Marketing Intern, June 2020 - September 2020

- Enhanced market penetration and client engagement by developing targeted marketing strategies for Chinese clients seeking U.S. real estate investment opportunities.
- Partnered with the sales team to conduct market research and develop impactful promotional materials, leading to successful product launches and enhanced sales performance.

PROJECT EXPERIENCE

RealmShift - Innovative Game Development Initiative

Primary Contributor, January 2024 - Present

Create an imaginative story world. Background setting, storyline creation, character personality refinement, prop design, and scene conception created a sophisticated and original open world using magic and steampunk.

- Used Photoshop to meticulously depict individuals and scenes to enhance the attraction of Western fantasy and steampunk.
- Overseeing the project's creative and visual approach ensured that all design aspects fit the RealmShift game's theme.
- The capstone project, RealmShift, showcases story creation, world-building, character design, and visual art. Unique insights were successfully blended into a Western fantasy/steampunk production.

Pokémon x FF14 - Cross-Over Fusion Design Project Timeline

Artist and Pokémon Designer, September 2022 - December 2022

Created bespoke Pokémon images using a comprehensive study of character attributes in "Final Fantasy XIV" (FF14) and Pokémon knowledge. Used elements from two intellectual properties to create designs that respect the original appearance while adding unique characteristics.

- Utilized Photoshop for creative design, iterating and optimizing to meet customer needs and incorporate cross-disciplinary insights.
- Ensured timely project completion and high-quality results by effectively communicating with clients and responding to market demands.
- Completed topic articles, provided excellent client design solutions, and made money.

Artistic Endeavors: Selling Original Artwork and Merchandise at Anime Conventions

Managed an initiative to sell original artworks at major anime events, including prints, keychains, and posters. Developed a personal art brand and increased market growth through direct market involvement and fan contact.

- Analyzed market trends and fan preferences to create a series of original artworks with various styles to satisfy diverse consumer groups.
- Established and managed professional anime convention booths and sales. Utilized strategic organization and product presentation to attract many attendees, improving revenue. Interacted with fans and customers at conventions for market information. Social media also promoted the artwork, building a loyal fan base.
- Developed and implemented various marketing techniques to boost personal art brand visibility and market presence, including online and offline promotions.