

# XIAOYANG MA

PHONE 213.476.6332  
EMAIL [xiaoyangma66@gmail.com](mailto:xiaoyangma66@gmail.com)  
PORTFOLIO [www.artstation.com/maxiaoyang](http://www.artstation.com/maxiaoyang)  
LINKEDIN [www.linkedin.com/in/xiaoyang-ma](http://www.linkedin.com/in/xiaoyang-ma)

## EXPERTISE & SKILLS

### DESIGN

Environmental Concept Art  
Architectural Visualization  
Visual Development  
Key Frame Painting  
Lighting Design  
Matte Painting  
Illustration  
Digital Painting  
Traditional Painting

### SOFTWARES

Adobe Photoshop  
Blender  
Maya  
Zbrush  
Adobe Substance 3D painter  
Adobe Premier  
Unity

## AWARDS

IndieCade 2023 Live Action Award  
GDC 2023 Alt Controller Award

## EDUCATION

BS, ArtCenter College of Design  
Jan 2020 – Jan 2024  
Major: Entertainment Design  
(Concept Track)  
GPA: 3.9/4.0

BA, Otis College of Art & Design  
Jan 2019 – Dec 2019  
Major: Digital Media, Concept Art

## EXPERIENCE

LEAD CONCEPT ARTIST,  
Chú Mó (IndieCade 2023 Live Action Award, GDC 2023 Alt Controller Award)  
Jan 2023 - Present

- Established visual direction for the game, ensuring consistency and originality in environmental aesthetics through communication and collaboration with design partners.
- Responsible for creating 80% of art assets, focusing on optimizing atmosphere, tone, and depth to elevate player experience.
- Managed an 11-member team under the guidance of mentor Justin Finuliar, organizing daily tasks and adhering to production deadlines.
- Conducted in-depth research and interviews on Chinese traditional culture related to the game's theme, integrating these insights into the game's theme for authentic and immersive world-building designs.
- Collaborated with game designers to overcome technical art challenges, including lighting, visual effects, and asset placement within Unity.

CONCEPT ARTIST, THG Creative (American Heartland Theme Park)  
May 2023 - Aug 2023

- Led the visual development of an entire theme park ride, including its onboarding area and over 6 attractions throughout the ride.
- Produced quick conceptual sketches to assist art directors in envisioning the ride's environment, collaborating closely with team leads and the production group to refine and modify designs as needed.
- Utilized existing block outs to apply paint-overs to scenes, enhancing them to meet the finishing standards and established the final look of the environment.
- Headed the creation of realism-style promotional splash art for the ride.

LEAD CONCEPT ARTIST, Xmas Rush (Completed Indie Game)  
May 2023 – Sep 2023

- Led the concept production through defining game's visual tone and style.
- Specialized in designing environment aligning to the story telling and level design, creating game-ready stylized pixel style art assets.

TEACHER ASSISTANT, ArtCenter College of Design  
Sep 2023 – Dec 2023

- Assisted professors in managing class activities, including taking attendance and guided students on critiques
- Provided personalized guidance to students, addressing their questions and offering effective study strategies to optimize their learning experience.