Hongcheng Luo

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3D Generalist with 4+ years learning and working experience in prop modeling, texture, environment art, and game/film production pipeline. Aiming to create immersive, emotion oriented and high quality 3D environment for video game and cinematic. Had been a lead artist with diverse 3D skills in projects and internships. Willing to relocate and legally authorized to work in the U.S.

EDUCATION

Carnegie Mellon University
August 2023 - Present
Entertainment Technology Center
Master in Entertainment Technology
GPA: 3.80

Syracuse University
August 2019 - May 2023
College of Visual, Performing, and Art
Bachelor of Science in Design Studies
Minor in Environmental & Interior Design

TECHNICAL PROFICIENCIES

Proficient 3D Skills:
Blender
Unreal Engine 5
Unity3D shader/VFX
Substance Painter
Substance Designer
Maya animation
Houdini simulation/tool

Moderate 3D Skills:
3DS MAX
Rhinoceros 6
Revit
SketchUp

Coding:
Unity3D C#
Houdini Python
R Studio

LANGUAGES

English
Mandarin
Cantonese

INTERESTS

Historical theme 3D Art
Eastern & Western fantasy Art
Cyberpunk theme 3D Art
Automobile modeling and cinematic

EXPERIENCE HIGHLIGHTS

Carnegie Mellon University, Pittsburgh, PA   **Aug 2024 - Nov 2024**
Teaching Assistant of 53323 Storytelling through Effects Animation
- Conducted and recorded fountain simulation & collision tutorials on Houdini. Assisted instructor Dale Mayeda, Head of Effects Animation in Disney Animation Studio, actively making sample projects using Houdini basics & particle simulation.

Universal Phoenix Group LLC, Atlanta, GA   **Jun 2024 - Aug 2024**
3D Generalist, Intern
- Utilized industry-standard tools like Substance Painter and Blender to create textures for environments and characters, adhering to project art and technical specifications.
- Applied artistic direction to finalize character grooming, leveraging geometry nodes and particle systems in Blender, and conducted rigging and animation to meet design requirements.
- Produced promotional videos by managing rendering, lighting, and sequencing, integrating feedback effectively to align with project vision and style.
- Maintained consistent communication with team members to meet deadlines and deliver work at the highest quality.

VR technology Limited, Shenzhen, China   **Jun 2020 - Aug 2020**
VR 3D Generalist, Intern
- Designed immersive, optimized environments for VR applications using Maya and 3DS Max, ensuring compatibility with the "3glasses" platform and other technical constraints.
- Collaborated with developers to create detailed 3D assets and met performance standards required for VR platforms.
- Engaged with clients to understand project requirements and align outcomes with their vision, incorporating feedback to improve virtual real estate tours.
- Delivered tasks efficiently within the estimated time frame while adhering to high-quality artistic and functional standards.

PROJECTS, RESEARCHES & HONORS

Lead 3D Generalist, CMU ETC Project, StepUp   **Aug 2024 - Dec 2024**
- Developed 3D props, characters, animations, textures, Shader and VFX for the game mainly using Blender, Unity, Substance Painter, Substance Designer.
- Partnered with client "World Shoe Fund" and actively improved 3D game arts and film renders, physically brought prototypes to Ghana in Africa and held play test with local audiences. Prepared for G4C 2025 "best student project".

Environment & Texture Artist, The Scared Encounter   **Jan 2024 - May 2024**
- Crafted a detailed medieval town environment, overseeing modeling, texturing, lighting and rendering for a cinematic CG film.
- Enhanced visual storytelling by integrating Substance, Blender, Houdini, and Unreal Engine 5 for realistic visual effects and aimed AAA standard. Attended The Rookie Award 2024.

Lead 3D Generalist, CMU ETC Project, Puppamatics   **Jan 2024 - May 2024**
- Fully produced introductory and closing animations for a WebGL educational game. Utilizing Blender, Unity, and Substance to create engaging 3D Environment, Character, & Animation.
- Partnered and traveled to West liberty University and held play test with Children.