

ChiaHao Liu

3D Environment / Prop Artist | Art Direction | Game & Real-Time Applications

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Portfolio: www.chiahaoliu.com • ArtStation: artstation.com/ghlhow

Professional Summary

Versatile **3D Artist with 10+ years of experience** specializing in environment art, prop creation, and set dressing for games and real-time applications. Highly proficient across the full 3D pipeline—from modeling and texturing to lighting and engine integration (Unity & Unreal). Known for strong visual judgment, production efficiency, and collaborative leadership. Experienced in both hands-on asset creation and art direction.

Core Skills

- Environment & Prop Modeling (Hard-Surface / Stylized / Realistic)
- Set Dressing, Lighting & Visual Polish
- PBR Texturing & Material Creation
- High-Poly to Low-Poly Workflow
- UV Layout & Optimization
- Art Direction & Visual Consistency
- Real-Time Engines: Unity, Unreal Engine
- Tools: Maya, Blender, ZBrush, Substance Painter, Substance Designer

Professional Experience

Histoury Inc. — Remote

3D Generalist

Mar 2025 – Present

- Hands-on production of **mobile AR environments and props**, focused on historical reconstruction of ancient Rome.
- Modeling and optimizing modular environment assets with strict **mobile performance budgets**.
- Creating efficient **trim sheets, texture bakes, and UV layouts** for AR workflows.
- Implementing assets in **Unity**, placing NPCs with existing animations and managing scene layout.
- Actively balancing visual fidelity, draw calls, and memory constraints for mobile devices.

Weston Game Lab / University of Chicago

Contract 3D Artist / Visual Effects & Art Director

Jan 2022 – Nov 2024

- Led **art direction and visual standards** across multiple game and interactive projects.
- Defined environment look, lighting mood, and visual consistency for real-time experiences.
- Directed visual effects setup using Unreal Engine, Maya, and ZBrush.
- Reviewed and guided 3D assets to ensure quality, performance, and style alignment.
- Collaborated with designers, engineers, and artists to streamline pipelines and improve production efficiency.

YOU42 — Charleston, SC

Visual Effects & Art Director

Jun 2022 – Jul 2024

- Directed visual effects and animation using **Unreal Engine, Maya, and ZBrush**.
- Led **3D art direction**, ensuring stylistic consistency across projects.
- Developed advanced visual effects techniques to elevate project quality.
- Collaborated closely with cross-disciplinary teams to improve efficiency and meet production deadlines.

Yu Yin International — Charleston, SC

Marketing / Advertising Director

Oct 2015 – May 2022

- Developed and executed brand and visual strategies across marketing and advertising campaigns.
- Led overall visual direction for media, digital, and promotional content.
- Managed creative production pipelines and ensured consistent visual standards.
- Bridged creative vision with business goals through cross-team collaboration.

YOU42 / Kiz Studios — Charleston, SC

Lead Environment Artist / 3D Modeler

Feb 2009 – Feb 2017

- Led environment and prop production for multiple game projects from early development through release.
- Created **game-ready low-poly assets** and **high-poly sculpts** in ZBrush for normal map baking.
- Executed full asset pipeline: modeling, UV layout, texturing, and optimization.
- Converted high-poly assets to optimized low-poly meshes suitable for real-time engines.

- Supported animators and developers with production-ready assets and technical solutions.
- Helped define and maintain the studio's **visual style and quality standards** across projects.
- Provided Mandarin translation and localization support for game content when needed.

Education

Master of Arts – Animation

Savannah College of Art and Design (SCAD), Savannah, GA

Sep 2005 – Jun 2008

Additional Information

- 10+ years professional experience in 3D art and environment production
- Strong understanding of both artistic and technical constraints in real-time projects
- Eligible to work in the U.S.
