



ZHIQING ZHU

D a i y o l i v i a

Educator | Entrepreneur | Graphic Designer | Web Designer & UIUX | Illustrator | Comic Creator | Game Technical Artist

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Summary:

Multidisciplinary graphic designer and illustrator with a background in fine arts, branding, and visual storytelling. Skilled in creating marketing visuals, digital content, and print assets that connect with diverse audiences. Quick to adapt and eager to grow in fast-paced creative environments. Fluent in Cantonese, Mandarin, and English with strong communication and collaboration skills. Proficient in Adobe Creative Suite, Figma, and Procreate, with additional experience in 3D tools like Maya and Blender to support innovative, cross-platform design.

Education:

School of Visual Arts / BFA in Illustration (Expected May 2025)

- **FOCUS:** Illustration, Fine Art, Graphic Design, Visual Storytelling
- **ELECTIVES:** 3D Modeling & VFX (Maya, ZBrush, Houdini), Game Design (Unity, Unreal Engine), Technical Scripting (Python+Java, JavaScript+html+css)
- **SKILLS DEVELOPED:** Visual narrative, layout and typography, digital & traditional media, concept development, and 3D/2D integration for creative communication

Skills:

BRANDING & DESIGN & ILLUSTRATION:

Adobe Photoshop, Illustrator, InDesign · Figma · Procreate · Digital Painting · Concept Art · Storyboarding · Typography · Layout & Editorial Design · Brand Identity Development

AI-ENHANCED WORKFLOW

ChatGPT (OpenAI) · MidJourney · Firefly & other generative AI tools for ideation, visual exploration, and rapid iteration

3D & VFX:

Autodesk Maya · Houdini FX · Blender · ZBrush · 3DCoat · Substance Painter/Designer · Unreal Niagara · Concept Modeling · Simulation

GAME ENGINES & SCRIPTING:

Unreal Engine, Unity

Python, JavaScript, HTML/CSS, Java

Procedural Asset Creation, Tool Scripting, Engine Integration

Materials & Rendering:

Substance Suite, Unreal Engine, Unity

Material Creation, UV Mapping, Optimization

VIDEO & PRODUCTIVITY:

Adobe Premiere Pro · Microsoft Office (Excel, Word, PowerPoint) · Apple Keynote

Experiences

PRIVATE ART INSTRUCTION (PRIMARY SCHOOL)

Art Teacher

- Delivered a custom 3-week one-on-one curriculum to a 3rd-grade student focused on **figure drawing, color theory, and comic creation**
- Taught foundational concepts such as **body proportions, storytelling through visuals, and emotional expression in character design**
- Adapted instruction using **age-appropriate methods, fostering confidence, curiosity, and creative thinking** in a young learner
- Integrated **both traditional and digital media** to match student interests and strengthen engagement

FREELANCE CREATIVE CONTENT CREATOR

Independent Illustrator, Comic Creator, Designer & Video Creator

- **Produced and illustrated the video** "[My Hero Academia Handwritten] Russian Dolls", which reached **over 110,000 views** on Bilibili. **Designed and sold over 100 units of cosplay-themed clothing and merchandise as a side product of the video**, blending storytelling with product design
- Created narrative illustrations and comics exploring identity and emotion, using both hand-drawn and digital media for online and print distribution.

DESIGN FOR GUANGZHOU NO.6 HIGH SCHOOL

Freelance Designer / Illustrator

- **Designed** and produced a suite of **creative merchandise** including decorative tape, graduation posters, cards, and the school's yearbook
- **Collaborated** with faculty and students to visually **represent school identity and culture**
- Products were **successfully sold and widely distributed**; poster and card designs won local design awards

VISUAL & EDITORIAL CONTENT FOR SDLF PSYCHE

Illustrator / Designer

- Created **illustrations, layouts, branding and cover visuals** for articles published on SDLF Psyche, a WeChat public account focused on mental health and culture
- Designed visual narratives to support topics on psychology, self-reflection, and personal growth
- Combined hand-drawn and digital illustration styles to enhance emotional storytelling and audience engagement

PROCEDURAL 3D ENVIRONMENTS & TOOL DEVELOPMENT

Technical Artist / Environment Designer

- **Designed and implemented multiple real-time 3D environments**, including a stylized East Asian village and a sci-fi factory level, using Unreal Engine, Houdini, Maya, ZBrush, and Substance Suite
- **Developed procedural workflows** to generate **40+ modular assets in a single day**, dramatically improving production speed and scalability
- **Sculpted and optimized hard-surface and organic models**; baked high-quality normals and created polished PBR materials for efficient in-engine use
- **Authored custom Houdini + Python toolkits** for cloth simulation and environment decoration (e.g., coral/seaweed generators), reducing manual setup time by 60–80%
- **Engineered assets and tools** with real-time performance, dynamic interactivity, and creative reusability in mind

