



HONGYU ZHOU

Creative Technologist | Senior 3D Artist

Los Angeles, CA | zhouhongyu800@gmail.com | hongdesigns.com

ABOUT ME

Product-focused designer and creative technologist with nearly a decade of experience building high-fidelity visual and interactive prototypes in complex, high-stakes environments. My background is rooted in Hollywood and real-time production, where I specialized in making abstract ideas tangible through visual systems, motion, and interaction.

I am transitioning into product design through rapid prototyping and emerging technology—using functional prototypes to explore product concepts, reduce ambiguity, and support cross-functional decision-making. I work across web, mobile, real-time, and immersive platforms, collaborating closely with designers, engineers, and creative leadership to move ideas toward production.

CONTACT

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CORE SKILLS

- Rapid Prototyping & Concept Validation
- Interaction & Motion Systems
- Product Visualization & Experience Prototyping
- Real-Time & Systems (Unity / Unreal)
- AI-Assisted Workflows
- End-to-End 3D Pipelines
- Cross-Functional Collaboration

EDUCATION

BFA, Digital Media

WORK EXPERIENCE

Senior 3D & Motion Designer

Concept Arts | Los Angeles, CA | (2022-2025)

- Created cinematic and photorealistic 3D imagery, motion content, and hero-level assets for major entertainment franchises.
- Executed full 3D pipeline across modeling, texturing, lighting, simulation, animation, and final rendering.
- Built Redshift-based lighting systems achieving photoreal materials for metals, plastics, and optical surfaces.
- Delivered visuals under high-pressure timelines with exceptional polish.
- Used high-fidelity visuals and motion explorations to help creative directors and stakeholders align on visual direction, tone, and narrative intent before full production.
- Built interactive prototypes and product concepts using real-time tools and AI-assisted workflows to support early-stage product exploration.

Selected titles: Jurassic World, Mission: Impossible, Halo, Aquaman, Dune, Batman, Transformers.

3D Generalist

Concept Arts | Los Angeles, CA | (2018-2022)

- Produced production-ready 3D assets for film marketing, trailers, and print campaigns.
- Introduced interactive visualization workflows using Unreal Engine.
- Created exploratory visual and real-time prototypes to support early concept discussions and decision-making during pitch and pre-production phases.

Motion Designer & 3D Generalist

Ant Farm Entertainment | Los Angeles, CA | (2017-2018)

- Designed 3D assets and motion graphics for trailers and commercial clients.
- Built interactive and AR-based visual demos to help teams and clients evaluate experiential concepts and audience engagement prior to live deployment.

TOOLS & TECHNOLOGIES

3D Design & Look Development

Cinema4D, Maya, Blender, ZBrush, Plasticity, RizomUV, Substance Painter, Mari, Redshift (lighting & rendering)

Simulation & Environment Design

Insydium, EmberGen, Marvelous Designer, Gaea

Design, Motion & Post-Production

Adobe Creative Suite
DaVinci Resolve

LANGUAGES

Chinese (Mandarin): Native English: Fluent

Product Prototyping

Cursor, ChatGPT, GitHub, Base44, Apple Developer Tools

Real-Time & Interactive

Unreal Engine (Real-Time Visualization & World Building)
Unity (AR/XR Prototyping)

