

BERNIE KANG

ART DIRECTOR / CONCEPT ARTIST



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Los Angeles, CA

Experience

EA/Respawn Entertainment

5. 2021 - PRESENT

Art Lead

APEX LEGENDS (MOBILE)

- Art directed environments, characters, vehicles, color schemes, seasonal themes/mood boards and the overall artistic feel of the game
- Managed and created early sketches and concepts to then delegate to external studios and internal outsourcing studios for final execution; art directed the work from concept all the way to 3d in-game assets
- Worked with the team by providing leadership, feedback, and mentorship where applicable towards increasing quality and efficiency of mobile-first art creation across outsourcing and external developers
- Helped feedback and execute Creative Director's high-level vision of seasonal content and updated stakeholders of seasonal pitches and direction
- Successfully built and managed an art team of Concept Artists, 3d Artists, and Animators
- Worked closely with the Game Designers and Narrative team as we developed visuals for game mechanics and story driven CGs
- Worked closely with the Marketing team to ensure that deadlines are met, materials are delivered on time and Key Art and Illustrations are on Brand

N3TWORK

3. 2021 - 5. 2021

Art Director

LEGENDARY: GAME OF HEROES (MOBILE)

- Established a visual style that appropriately complements and enhances the game design set by the producer incorporating marketability, demographics, and target audience
- Designed and prepared an art brief for all event art; writeup, brief descriptors, references, and sketches
- Provided both written and verbal art direction to in-house artists and external vendors to maintain and improve art quality bar
- Assigned event art to vendors who are best able to deliver on the art theme and style

NETEASE GAMES

4. 2018 - 3. 2021

Lead Artist

DIABLO IMMORTAL (MOBILE)

- Played a major role in developing the U.S. Art Department Branch for Netease Games through recruiting artists and setting up the studio space
- Communicated with art directors, project managers and coordinators from various teams in China to fulfill each project's concept art needs
- Art direction was given to artists on the team through verbal/written communication, providing image references, and painting over artists' images for accurate guidance as needed
- Created concept art for AAA titles such as Diablo Immortal and many other unannounced projects

Experience (Continued)

PHOENIX ONE GAMES / KABAM

9. 2011 - 3. 2018

Associate Art Director

GUARDIAN KINGDOMS (MOBILE)

- Partnered with Art Director to establish a unified artistic direction, vision, and high production standard
- Lead in the collaborative development of designing logo, app icons, branding, and advertisements
- Created assets and layouts for marketing purposes
- Communicated the visual design and development of the project to the art team through verbal discussions, art specifications, style guides, and reference material
- Provided character, environment, animation and FX concepts
- Created in-game illustrations and storyboards for cinematic trailers
- Visually directed and mentored artists on the team before and during production through discussions and reviews of their work

Art Director

UNANNOUNCED MARVEL STRATEGY GAME (MOBILE)

- Developed pre-production and inspirational concept art
- Responsible for the creation of style guides and related materials for internal and external teams
- Managed and directed a small team of both in-house and outsourced artists
- Responsible for art directing UI, marketing assets, character illustrations, concepts, stage maps, comics and animations
- Worked closely with the Marvel Team at Disney Interactive for directing consistent art assets that represent Marvel's style and quality standards
- Art direction was given through verbal/written communication, providing image references, and painting over artists' images for accurate guidance as needed
- Worked with Studio Leads and Kabam's Marketing team to ensure that art priorities are effectively defined and processes meet the product's goals in a timely fashion
- Oversaw all art hiring, training, development & resourcing

Lead Artist

CASTLE AGE (MOBILE)

- Created character/monster concepts and illustrations for in-game assets
- Ensured that the artistic style is consistent across all disciplines
- Painted over artist images to provide feedback and mentoring Junior Artists

UNDERWORLD EMPIRE (MOBILE)

- Worked on character illustrations and concepts for in-game assets
- Mentored Junior Artists by giving artistic feedback on art work

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BLIZZARD ENTERTAINMENT

4. 2006 - 9. 2011

Senior Cinematic Concept Artist

WORLD OF WARCRAFT: BURNING CRUSADE (PC/MAC)

WORLD OF WARCRAFT: WRATH OF THE LICH KING (PC/MAC) WORLD OF WARCRAFT:
CATAclysm (PC/MAC)

STARCRRAFT II: WINGS OF LIBERTY (PC/MAC)

STARCRRAFT II: HEART OF THE STORM (PC/MAC)

DIABLO III (PC/MAC)

- Developed character, environment, prop, weapon, and FX concepts for cinematic trailers
- Created character, vehicle, environment, creature and prop concepts for In-game assets
- Worked with Creative Director to create a style guide for outsourced in-game hand drawn cinematics
- Communicated the visual design and development of the project to the art team through verbal discussions, art specifications, style guides, and reference material
- Provided character, environment, animation and FX concepts
- Created in-game illustrations and storyboards for cinematic trailers
- Visually directed and mentored artists on the team before and during production through discussions and reviews of their work

DAY 1 STUDIOS

1. 2006 - 4. 2006

Concept Artist

UNANNOUNCED HORROR THEMED PROJECT

- Character and creature pre-production art

DEEP SILVER VOLITION

1. 2002 - 5. 2005

Concept Artist

SAINTS ROW / SUMMONER 2

- Worked closely with Art Director to develop character, creature, and prop concept art

Education

ART CENTER COLLEGE OF DESIGN

1998-2002

Bachelor of Fine Arts in Illustration

Skills

Adobe Photoshop, Corel Painter, Adobe Illustrator, MS Word, MS Excel, Google Workspace