

EUN LEE

3D Artist

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SUMMARY

As a versatile 3D Artist with over 8 years of experience, I balance artistic creativity and technical expertise to build immersive environments and interactive content. I've worked extensively with real-time engines like Unity, managing everything from prototyping to the final delivery of polished assets. My strength lies in collaborating with cross-functional teams—including engineers and designers from game and product teams, as well as external partners—to ensure smooth project execution and optimized assets for both performance and visual quality. Efficiency is key to my work; I'm passionate about building solid pipelines in real-time 3D art. I thrive in dynamic, fast-paced environments where problem-solving and adaptability are essential.

EXPERIENCE

- 08/2021 - Present
- Senior 3D Generalist
- Genies
- Designed and delivered 3D content (Avatars, wearables, environments), ensuring seamless integration and real-time optimization in Unity platforms, working closely with Engineering and design team.
 - Solved technical challenges by developing shaders and integrating 3d assets and VFX particle system in real-time, providing technical support to bridge the gap between the art and engineering teams
 - Partnered with cross-functional teams to refine workflows, enhancing the asset creation process and ensuring visual consistency across projects
 - Provided detailed feedback to external collaborators, aligning deliverables with internal quality standards and visual guidelines
 - Led initiatives to build reusable content pipelines, increasing production efficiency and scalability for future projects
 - Developed shaders and visual effects in Unity using particle systems, balancing both the creative and technical aspects of asset development
 - Researched AI use cases to improve the art pipeline, identifying the best efficiency in automation and process optimization
- 03/2020 - 08/2021
- Motion Graphic Designer (freelance)
- Loreal - NYX Professional Makeup
- Designed motion graphics for social media content and campaigns for brand marketing, aligning with high-level campaign objectives and specific design needs for creators
 - Provided visual feedback during shoots as part of the Global Creative team, ensuring high-quality final delivery across multiple platforms
- 01/2016 - 03/2019
- Lead Motion Graphic Artist
- ATO visual
- Created 3D visuals through overall 3d pipeline; modelling, texturing, rigging, animation, particle simulation, lighting, Rendering, Compositing
 - Execution of immersive visual content for live concert stages, ensuring smooth real-time rendering during live performances
 - Directed a team of motion graphic artists to achieve a cohesive and impactful visual experience while maintaining high performance throughout the production pipeline
 - Implemented 3D art in XR live concerts using Cinema 4D and Unreal, optimizing visual integration in real-time performances
 - Setup 3D content in large-scale displays for live performance show, ensuring that visual quality was maintained while adhering to technical constraints

SKILLS

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|---------------|------|--------|--------|---------|-----------|-------------------|--------------------|-----------|
| Unity | Maya | ZBrush | Python | Blender | Cinema 4D | Substance Painter | Marvelous Designer | Photoshop |
| After Effects | | Nuke | | | | | | |

EDUCATION

- 2011 - 2016
- Bachelor of Fine Arts in Film
- Seoul, South Korea
- Hongik University