WENYU JIANG

ART DIRECTOR | VISUAL DEVELOPMENT & CREATIVE PRODUCTION

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PROFESSIONAL SUMMARY

Art director and creative leader with 12+ years of experience across games, entertainment, consumer hardware and brand campaigns. Combines visual development, 3D and illustration with direction of internal artists, external studios and production partners from concept through final delivery. Experienced in creative reviews, client presentations, project scoping, budgets and staffing, with a practical background in PBR workflows and AI-assisted production.

CORE EXPERTISE

Art Direction & Visual Development | Creative Production | Team & Vendor Leadership | 3D, Materials & Illustration | Brand & Campaign Visuals | Creative Review & Quality Control | Project Scoping, Budgets & Staffing | Client Presentations | AI-Assisted Production

PROFESSIONAL EXPERIENCE

PETROL ADVERTISING | JAN 2024-PRESENT

Director of Creative and Business Development

- Lead art direction and creative reviews across game, entertainment, consumer hardware, brand and performance campaigns, contributing to concepts, key art, 3D, illustration and final visual delivery.
- Built a dedicated external art team. Coordinate briefs, workflows, review standards, feedback cycles and delivery expectations across concurrent projects.
- Develop project budgets, estimates, staffing and capacity plans with clients and production leads, balancing scope, schedules, vendor needs and quality.
- Support business development through client introductions, pitch development, presentations and direct client communication.

VIGGLE AI | 2024-PRESENT

AI Advisor (Contract)

- Advise on game and UX design, professional creator workflows and product experience, translating production needs into product and marketing guidance for the AI platform.

PETROL ADVERTISING | APR 2023-JAN 2024

Principal Concept Artist

- Developed key art, pitch imagery, social assets, concepts, illustration, and 3D production with creative directors, designers, VFX/motion teams, and producers across integrated campaigns.

ELECTRONIC ARTS | JAN 2022-JAN 2023

Senior Concept Artist, Battlefield Mobile

- Directed weapon-concept development across three external studios, setting seasonal visual themes, weapon directions, briefs and review workflows for Battlefield Mobile.
- Created legendary-tier weapon concepts and provided iterative reviews, paint-overs and production guides to align external partners with art direction, quality standards and delivery needs.

PETROL ADVERTISING | JUL 2016-JAN 2022

Lead 3D Illustrator (promoted 2018)

- Established and standardized Petrol's PBR workflow for 3D key-art production, covering materials, surface response, texture and model-detail refinement, lighting and final rendering.
- Contributed art direction, 3D and illustration to campaigns including Call of Duty, DOOM Eternal, RAGE 2, Elden Ring, Sekiro and XCOM 2, guiding artists and production partners through delivery.

EARLY CREATIVE EXPERIENCE

Beijing Television - Designer (2013) | Galactic Battles - Concept Designer & Matte Painter (2014) | Petrol Advertising - Co-op Program, six months (2015)

SELECTED PROJECTS

COOKIE RUN: KINGDOM - NORTH AMERICAN LAUNCH | 2021

Petrol Advertising | Lead 3D Illustrator, Strategy and Art Direction

- Led the North American key visual from concept through final delivery, contributing to launch strategy and guiding internal and external artists in translating the 2D cast and world into cohesive 3D campaign imagery.

CALL OF DUTY - KEY ART & LIVE-SERVICE MARKETING | SINCE 2015

Petrol Advertising | Art Direction, 3D and Illustration Contributions

- Contributed to art direction, sketch development, illustration and final key-art production for seasonal and live-service marketing campaigns. Refined character and weapon presentation through PBR materials, textures, model detail, rendering and illustration.

BATTLEFIELD MOBILE - CONCEPT & OUTSOURCING DIRECTION | 2022-2023

Electronic Arts | Senior Concept Artist

- Set seasonal visual themes and weapon directions, developing briefs, concepts, paint-overs and production guides to support consistent execution across three external studios.

MANEATER & TRUTH QUEST - KEY ART

Petrol Advertising | Lead 3D Illustrator, Key Art Direction

- Defined the key art's dark-comedy direction through exaggerated scale, action and visual hierarchy. Led internal 3D and illustration teams through daily reviews and contributed across concept, materials, rendering and final refinement for launch and DLC imagery.

TOOLS

2D / Design: Photoshop, Illustrator, Figma (presentation use) | 3D / Materials / Render: Maya, Blender, ZBrush, Substance Painter (Expert), Octane, Unreal Engine | Motion Support: After Effects | Generative AI: ChatGPT Image, Midjourney, Adobe Firefly, Gemini, ComfyUI / Stable Diffusion (Working Knowledge), Viggle

EDUCATION & RECOGNITION

Carnegie Mellon University - Master of Entertainment Technology, 2016

Emily Carr University of Art + Design - BFA, 2014

Campaign contributions associated with Clio Key Art Awards: XCOM 2, The Evil Within 2, Sekiro, Far Cry 6, and Dead Island 2.