



Fiona Herse Woo

Visual Development
fiona.hersewoo@gmail.com

EDUCATION

2015 BFA Animation and Illustration
Concentration in Visual Development
San Jose State University

SKILLS

Photoshop Illustrator Procreate
Maya After Effects
Traditional Media Hand Drawn Animation

EXPERIENCE

Google AR/VR *Visual Designer*
Mountain View | August 2016 – present

- Concept art, Illustration, Prototyping, Testing, Storyboarding, UX Design, Character animation and Research for Daydream experiences
- Designing user facing experiences from user journey, to asset creation, to overseeing the implementation of the art into the app
- Working with a large team of diverse creatives and building original solutions which satisfy multiple stakeholders, all while working within the limitations of technical constraints
- Building Design Systems and putting guidelines in place for creating visuals specific to the Daydream AR/VR brand for future projects
- Spearheading the first original 2D Sticker Pack for the AR Playground app, and sourcing freelance Lettering talent to design text based stickers under my art direction
- Collaborating creatively on projects with external partners, including agencies such as SouthSouthWest and Digital Domain

Google Spotlight Stories *Concept Artist*
Mountain View | Feb 2016 – July 2016

- Collaborated with the Skunkworks prototyping team to design and create Marketing and Promotional materials
- Concept design, Matte painting, 2D Paint Fix and Compositing for Animated Short Films including the Oscar Nominated short *Pearl*.

Evil Eye Pictures *Concept Artist*
San Francisco | July 2015 – Dec 2015

- Prop design, Set design, Modeling packets, Set Dressing, Model fixes, Wardrobe design, Modeling and texture support, Surfacing, Lighting keys and Color design, Motion graphics
- Graphic design and Marketing
- Supported artists with research and reference gathering
- Interfaced regularly with the production designer, producer and director to create 2D concepts for an Oscar Nominated, Emmy award winning animated short film

Dawnrunner *Producer*
San Francisco | June 2008 – June 2015

- Producer, Project manager, First Assistant Director, Script Supervisor, Camera Assistant, Editor, Motion Graphics and Post Effects artist for live action film and video
- Oversaw the scheduling of multiple departments, Managed the shooting schedule and day-to-day operations on set.
- Kept project and crew on task and on schedule, and worked with the director to implement schedule changes as needed.