

# ELISA LAU

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## OBJECTIVE

To obtain a position in the videogame industry where I can utilize and expand my skill as an Illustrator as well as experience growth in my professional career.

## EDUCATION

**New Jersey City University**, Jersey City, NJ (2007)  
Master of Arts: Design & Craft

**Art Institute of Philadelphia**, Philadelphia, PA (2003)  
Bachelor of Science: Media Arts & Animation

## SKILL SET

Adobe Photoshop • Adobe Illustrator • Adobe InDesign • Adobe Dreamweaver • Adobe Flash  
Microsoft Office (Word • Excel • PowerPoint)  
Digital Painting • Photo Retouch • Layout & Design • Traditional Painting (Gouche • Acrylic)

## WORK EXPERIENCE

**ANNIE CHEUNG** (04/09~04/09; 07/09 ~ 07/09)  
**Freelance Illustrator**  
Created various children's illustrations based on client's requirement.

**GROUNDUP STUDIOS**, Philadelphia, PA (03/09 ~ Present)  
**Freelance Colorist/Illustrator/Webmaster**  
Manage illustration workflow and delegate cleaned-up illustrations. Complete full color finished rendering for assigned illustrations. . Design concept arts based on projects needs. Responsible for maintaining website functionality and creating web images.

**EVENING JOURNAL ASSOCIATION**, Jersey City, NJ (01/09 ~ Present; 11/06 ~ 12/06)  
**Graphic Designer**  
Design editorial pages and perform all required tasks including photo editing, retouching, color correction, page layout, print preparation, and PDF creation. Create print ads based on advertisers' criteria. Designing spec ads, flyers and banners for various clients and departments. Revise existing advertisements and pick up ad insertion orders. Release ads for paper layout through Harris pagination system. Responsible for start of day's organization tasks, distributing new insertion orders, sign-ins, and handling phone calls.

**FUN BOX LLC - Off Topic Cafe**, Jersey City, NJ (02/07 ~ 09/08)  
**Art Director**  
Developed Internet promotional material and marketing strategies. Produced all graphic design work such as logo, website layout, menu design, promotional flyers and employee uniforms.

**S&R COMPUTER SOLUTIONS INC.**, New York, NY (09/08)  
**Freelance Graphic Designer**  
Designed and created logo design for store signage and business card.

**STUDIO 66 MEDIA**, Jersey City, NJ (05/08 ~ 09/08; 07/05 ~ 12/06)  
**Freelance Web Developer** (05/08 ~ 09/08)  
Created webpage layouts based on client's requirements. Drafted storyboard panels for Web animations to be launched in Fall 2009.

**Freelance Production Assistant** (07/05 ~ 12/06)  
Collaborated with director in pre-production planning to identify project baseline and resource assignments. Prepared and executed various production elements, such as costume design, location scouting, equipment handling during location shoots and video editing process for music video of local artist.

**PERKINS EASTMAN**, New York, NY (04/08)  
**Freelance Renderer**

Composed full color render of interior design for the University of Pennsylvania hospital system based on given 3D renders of the center conference room.

**VISUAL MERCENARY GROUP**, New York, NY (09/06 ~ 06/07)  
**Freelance Flash/HTML Designer**

Prepared images for Flash-based website, including designing and retouching stock images. Created logos and graphical works for print media and the Web. Maintained clients' website content.

**NEW JERSEY CITY UNIVERSITY**, Jersey City, NJ (01/06 ~ 05/06)  
**Graduate Assistant**

Developed various designs for informational pamphlets and posters for the Health & Science Department. Assisted Health & Science Department Director in daily office operations including organization of student folders, direct phone calls and data entry.

**HOMA & SEKEY'S BOOKS**, Paramus, NJ (06/04 ~ 07/04)  
**Freelance Graphic Designer**

Designed and developed book cover design for translated romance novel.

**4KIDS ENTERTAINMENT**, New York, NY (09/03 ~ 12/03)  
**Production Intern: Teenage Mutant Ninja Turtles Team**

Prepared model sheets for character, background and prop designs. Scanned and clipped animatic storyboards. Created lead sheets for animatic viewing.

**FRANKLIN INSTITUTE SCIENCE MUSEUM**, Philadelphia, PA (04/03 ~ 06/03)  
**Storyboard Artist Intern**

Developed panel drawings and storyboards for planetarium show.

## EXHIBITIONS & AWARDS

**Beautiful Imprisonment** (Solo) Jersey City, NJ  
The Visual Art Gallery, New Jersey City University (2007)

**ImagineFX Manga Art Competition - 2nd Place** International  
Issue 18, July 2007 (page 27) (2007)

**PROCESS: Unraveling Preliminary Illustrations** (Group) Jersey City, NJ  
The Visual Art Gallery, New Jersey City University (2007)

**13 ROOMS** (Group) Paramus, NJ  
G.A.L.A. arts & music festival (2006)

**Student Show** – Spring & Fall Quarters (Group) Philadelphia, PA  
Annex Building, Art Institute of Philadelphia (2002; 2003)