SHAWN KIM

Art Director

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Art director across AR, games and physical environments. Seventeen years spent taking new technology and making it usable by people who are not engineers — most recently directing design for TikTok's Effect House and the system behind its AI-generated effects.

EXPERIENCE

TikTok · Effect House — Art Director 2021 – Present

Design direction for TikTok's effect creation platform — UI/UX, the template library, marketing art and web design. Led a team of designers.

- **AIGE, 2025–2026.** Design language for AI-generated effects: ten effects across games, music, puzzles and AR held to one system.
- **Template library.** Makeup, game, randomizer and trending templates built for external creators, from Photoshop source through to Effect House.
- **Icon creator.** Generated model portraits and crop logic that raised icon quality across every effect on the platform.

TikTok — Senior AR Designer 2020 – 2021

AR effects and R&D. Took each new engineering capability first, established what it was for, and proved it with effects that shipped.

Machine Zone — Lead Concept Artist · Principal Artist 2016 – 2020

Managed a team of 15. Characters, architecture, environments, key art and marketing across live mobile titles.

Final Fantasy XV: A New Empire · Game of War · Mobile Strike · World War Rising · Crystalborne · Supreme City Rival

Spiritwalk Games · Buck TV · Ignition Creatives — Concept Design, freelance 2015 – 2016

Environments for Shardbound, matte painting, and Apple's iPhone emoji through Buck TV.

Scribble Pad Studios — Lead Concept Artist 2013 – 2015

Ideation, thumbnails, colour variations, storyboards, prop and vehicle design, characters and environments delivered to client studios.

Brodey Francis — Event Design, freelance 2014

One of the main designers on Disney Infinity at E3 — environment concepts, graphic design, and every asset in the build.

Freelance & contract 2012 – 2013

Riot Games · Mattel · Voltz Studios · Arctica Studios · Terminal Reality

Ethos Design — Event Design 2009 – 2013

Environment concepts, graphics and build assets for trade show booths, retail interiors, award shows and launch events.

SELECTED CLIENTS

Infinity Ward — Call of Duty: Advanced Warfare
DICE — Battlefield
Riot Games — League of Legends
Epic Games — Unreal Tournament, Paragon
Gearbox — Battleborn
Blur Studio — Deadpool
Dark Side Games — Phantom Dust
Apple — iPhone emoji
Wizards of the Coast
Ubisoft — E3, 2010–2013
Disney — E3, 2014
Academy Awards
NBC Universal Studios
Bentley · **Patek Philippe**
Virgin Galactic · **Qualcomm**

RECOGNITION

Spectrum 21 — selected work 2014
ImagineFX — featured 2015
GDS, TikTok × Google — speaker 2021

EDUCATION

Art Center College of Design — BFA, Pasadena CA 2009
Concept Design Academy — Pasadena CA 2012
Brainstorm School — Glendale CA 2015

SKILLS

Direction — team leadership, design systems, UI/UX
Craft — concept design, environments, characters, key art
Tools — Effect House, Photoshop, Illustrator, After Effects