

PEILIN LIAO

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PROFESSIONAL SUMMARY

Concept artist specializing in prop and environment design across games, television, and large-scale live events such as the Macy's Thanksgiving Day Parade.

EDUCATION

University of Pennsylvania	2021-2025
Master of Architecture with Certificate in Time-Based Interactive Media	Distinction
University of Bath	2016-2020
Bachelor of Science (Honors) in Architecture	
Relevant Trainings:	
Concept Art Mentorship with Charchit Goyal ; Background Painting with Ryan Magno	2024-2025

RELEVANT EXPERIENCES

Macy's Parade Studio	May.2025-Present
Concept Artist	
Create 2D/3D concept designs for iconic Macy's Thanksgiving Day Parade balloons and floats, notably contributing to the Goldfish float showcased in NBC's 99th parade broadcast. Additionally provided concept design support for other Macy's signature events, including the Flower Show and Fourth of July Fireworks.	
SkyHaven Studios	
Environment Concept Art Intern	May 2025-June 2025
<ul style="list-style-type: none">- Deliver high-quality 2D concept artwork used as promotional material for the game Cosmos.- Contribute to environment design and world-building for the game's starting biome.- Develop visual direction and polish for stylized voxel-based environments.	
University of Pennsylvania School of Design	
Fabrication Lab Assistant	Sept.2022 - May 2023
<ul style="list-style-type: none">- Operate and maintain laser-cutting machinery and offer design consultations to students, assisting with CAD file preparation and optimization for successful laser-cut fabrication.	
Skidmore, Owings & Merrill (SOM)	
Architectural Summer Intern	June. 2022 - Aug 2022
<ul style="list-style-type: none">-Collaborate in iterative building prototyping and visualization using Rhino Grasshopper, as participant of Kingdom of Saudi Arabia's Military of Defense Headquarters design competition.- Contribute to Philadelphia's 30th Street Station renovation project as BIM technician.	
Freelance Concept Artist	Nov.2024 - Present
Collaborate with indie game studios to develop 2D concept designs for props and environments, supporting early visual direction and world-building.	

ACTIVITIES

Student Animator - 24 Hour Animation Contest (Short-listed)	Oct. 2022
- Spearhead all background painting for the short-listed animation short, "Life Cycles"	Philadelphia, PA

SKILLS

Concept Art	Photo-bashing hand drawing environment design	Fabrication	Laser cut CNC 3D Printing
3D Model	Blender3D Rhino Zbrush Maya SketchUP Revit	Motion Graphics	MadMapper Houdini After Effects
Digital Illustration	Photoshop Clip Studio Procreate Illustrator	Web Design	PowerPoint InDesign html CSS P5.js