

Danni Shinya Luo

Dshinya@gmail.com

626.922.5656

[LinkedIn profile](#)

Summary

Over 12 years of experience in entertainment art, and 2+ years of experience in the Web3 space specialized in crypto art and NFT tooling. With a traditional art background and excellent communication skills, I bridge the digital and analog worlds. My previous role as an Art Production Lead and Creator Relations Specialist enabled me to launch multiple successful NFT art projects.

My experience in publishing, Fine Art, toys, and fashion has given me a well-rounded skill set, making me the ideal candidate to help companies navigate the evolving landscape of the gaming world and digital marketing.

Education

ArtCenter College of Design

2003 – 2006 BFA, Illustration

- Graduated High Honor Roll
- Selected to intern at American artist Gary Baseman and Karl Haendel's studio before graduation

Additional Training:

De Anza College

2019 General Psychology courses

Work History

Creator Relations / Production Lead

Asynchronous Art Inc

Jun 2021 - Mar 2023

- Launched 40+ featured collections from artists, musicians, and crypto art collectives; worked closely with Community Manager and Social Media Specialist
- Manage production from ideation to launch on multiple projects
- Guided and provided approvals for project visuals
- Researched the market, and tailored unique strategies for each collection to ensure successful launches

Artist/Author

Rocketship Entertainment

Mar 2022 - Mar 2023

- Directed layout designer to create a 100+ page hardcover art book
- Created art and writings for the book
- Developed promotional content, which helped the Kickstarter Campaign to reach its funding goal within 24 hours, then surpassed its stretch goal in 30 days
- Designed reward items to boost the number of Kickstarter supporters.
- Created one of the first books to have an NFT component to it

Owner/Artist

The Art of Danni Shinya Luo

Oct 2008 - Present

- Engage with art collectors to build relationships, with a retention rate of 90%
- Exhibit in galleries across the globe (North America, China, Europe)
- Designing merchandise based on popular original artworks
- Communicating with multiple parties to market art pieces
- Planning promotional events such as conventions, expos, book signings, interviews, and podcasts.

Product Concept Illustrator

Hasbro

Apr - Oct 2010

- Created concept illustrations for dolls in the Young Girls Department, incorporating global pop-culture trends targeted toward designated audiences
- Operated in a highly autonomous environment, meeting tight deadlines while incorporating important feedback into the final product art

Cover Artist

Marvel Entertainment

Feb - Oct 2010

- Work with editors on the cover-art direction of the X-23 comic series
- Created images that appealed to X-23's readers, resulting in a higher purchase rate; the cover image of the first issue was re-used in multiple editions
- Managed weekly schedule to meet tight publishing deadlines

Senior Artist

Nickelodeon Virtual Worlds LLC

Apr 2007 – Jan 2010

- Managed and communicated aesthetic needs from different departments
- Directed junior artists in a fast pace environment
- Resolved deadline conflicts whenever they arose
- Contributed content ideas, and some content writing

Skills

- Illustration • Communication • Project Management • Creative Direction
- Art Direction • People Skills • Marketing • Multilingual Communication

Published work

- *Soft Candy* published by Last Gasp Publishing
- *Bleeding Edges* published by Rocketship Entertainment & Publishing
- *Portraits of Art* published by Baby Tattoo Books

Other Achievements

- Member of American Mensa
- Guest speaker at Christie's NFT 101 workshop
- Speaker at Art Center College of Design's alumni workshop
- Long-term exhibitor and panel speaker at Comic-Con International

Hobbies and interests

I love teaching and practicing yoga, playing board games, exploring cities, and meeting new people.

References

Shannon Chen See
Senior Marketing Manager
Asynchronous Art Inc
Shannon@async.art

Lisa Liang
Chief Marketing Officer/Co-Founder
Asynchronous Art Inc
Lisa@async.art