

# Caleb Wu

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## EXPERIENCE

September 2021 - Present

### Cfront Interactive - Artist

Create unique artwork that encapsulates key aspects and characters of CFront's flag ship games, to familiarize player base with characters, while encompassing the essence of the games.

July 2022 - August 2022

### Game of Apps - Social Media Intern

Worked alongside fellow interns using software such as Figma, DaVinci Resolve, and various adobe suites to streamline design systems, update and create marketing material and furthering social media outreach

May 2023 - Present

### Enactus SFU - Director of Media Production

Manages the photography, videography, and publication of various social media content capturing organization wide, internal and external events for Enactus SFU.

August 2023 - Present

### Axis SFU - Director of Design

Develop and manage creative content for social media and website to portray Axis' initiatives including the development of unique art directions for various events and collaborations.

## PROJECTS

September 2021 - Present

### Sentispot - Designer & Cofounder

Worked with a high school friend to develop and found our own AI Start up, which functions as a tool for dissecting social media metrics translated by AI. Developed an independent art direction and solely built the website for this project.

July 2022 - August 2022

### Game Development

Designed and developed a game. Used Processing to implement object oriented entities and designed these assets on Adobe Illustrators pixel grid.

## EDUCATION

September 2022 - Present

### BA - Simon Fraser University School of Interactive Arts and Technology

September 2018 - June 2022

### Steveston London Secondary School

## SKILLS

Website Development

Visual Design/Art Direction/Animation

Figma/inDesign/Photoshop/Illustrator

Premier Pro/After Effects/DaVinci Resolve

HTML/CSS

Photography/Videography

## AWARDS

May 2023

### Stormhacks 2023 Hackathon Honorable Mention

July 2022

### Childhood Cancer Canada Survivor Scholarship Recipient

March 2022

### SFU Undergraduate Entrance Scholarship