

Holli Alvarado

Greater Seattle Area

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www.halvaradoart.com | [Demo Reels](#) | [LinkedIn](#) | [IMDb](#)

Creative Direction | Visual Development | Art is Life

Art is storytelling—and when it's done right, it resonates across language and culture. I'm a multidisciplinary artist with 20+ years of experience spanning VFX, games, advertising, and digital worldbuilding. From traditional painting to AI-assisted workflows, I bring both curiosity and craft to every project. I work fluidly between concept and execution, always focused on creating meaningful, emotionally resonant work. Whether directing, collaborating, or contributing hands-on, I believe the best ideas are built together—and that creativity thrives where storytelling leads.

Concept Art / Visual Development Eyeline Studios | 2025 - Current

- Create art for pitch decks, concept art and visual development for tv/film, character development, worldbuilding, creative editing pitch viz videos using a multimodal creative workflow.
- Write tools to automate repetitive non creative tasks, freeing up more time for creative development.

Freelance Technical Artist | Visual Storyteller Remote | 2023 – 2025

- Designed and iterated AI-generated visual content using ComfyUi, Midjourney, Firefly, Hailuo, Runway, Krea and ChatGPT along with photoshop, Unreal Engine and After Effects to develop polished assets for storytelling, branding, and motion projects
- Created seamless production workflows across multimodal tools including Photoshop, Clipchamp, and AI motion editors
- Collaborated with stakeholders to refine messaging, tone, and delivery through content prototyping and style exploration
- Managed fast-paced, multi-project timelines independently, delivering on-brand results with a high level of polish and speed

Pitch Deck Concept Artist Hifi3D | 2025

- Pitch deck creative content creation using a multimodal creative workflow.

VR Matte Painter Calm | 2025

- VR night-to-day experience - deliver image files as well as HDRI lighting files to the engineering team.

Matte Painter Onyx VFX | 2024

- Matte Painter for an 8 episodic tv show on Hulu called Paradise. Fast turn and scrappy solutions due to low end budget needs.

Art Director | Technical Artist TCL+ Studio North America | 2024

- Optimized workflow design and improved the user experience for AI-driven VFX pipelines.
- Established UX-driven guidelines to improve artist efficiency and creative collaboration.
- Delivered AI-generated story and art content to support ongoing and future creative projects.

Creative Director | Matte Painter | Visual Design
Nexodus | 2022 – 2024

- Designed and implemented content pitch decks for commercial, episodic, and feature projects.
- Matte Painter and art contributor for various TV, Film & commercial projects.

Matte Painter | Concept Artist
FuseFX | 2021 – 2023

- Developed detailed matte paintings and concept art for high-profile productions.
- Worked collaboratively with VFX teams to align visual assets with project objectives.

Matte Painter Retoucher | Internal UX Pipeline Process
Ten Gun Design | 2016 – 2021

- Created marketing visuals optimized for user engagement in digital and print ad spaces
- **Clients:** Xbox, Surface, Hololens, Funko, Pokemon, Amazon Basics, Modumetal and Power A

Matte Painter | Retoucher
RPA | 2015 – 2016

- Produced matte paintings and retouched assets to meet client specifications.
- Developed digital components for product promotions, print and digital campaigns.

Freelance Digital Artist
Varied | 2009 – 2015

- **Clients:** Zoic Studios, Lola VFX, Hydraulx, DirecTV, Mammal, Bold Brush VFX, Iguana Digital, others

Matte Painter
Focus360 | 2003 – 2009

- Architectural visualization 3D, 2D and stylization art for existing structures.

Skills

- Visual Design: Design, Matte Painting, Retouching, Color Correction, Concept Art, Storyboards
- Product Design: UI/UX in client experience, Agile concept workflow, Visual Storytelling
- Creative Leadership: Team Collaboration, Project Management, Art Direction

Software

- Adobe Suite: Photoshop, InDesign, After Effects, Firefly, Concept, Neo
- Design Tools: ComfyUI, Procreate, Unreal Engine , Figma, Nuke
- Workflow Management: ShotGrid, Agile, Scrum, Monday, Airtable
- Emerging Technologies: AI Art, AR/XR Integration, Virtual Production