# Jose-Luis Segura

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## Illustrator

Illustrator & Visual Storyteller crafting atmospheric visuals for publishing, comics, TTRPGs, and commercial media.

I help art directors, authors, and creative teams bring narrative-driven projects to life through storyboarding, visual development, and detailed book illustration.

## Tools & Skills

Clip Studio Paint | Adobe Creative Cloud (Photoshop, Illustrator) | Gemini | Social Media ( Instagram, LinkedIn, Bluesky, Substack )

Art Direction | Storyboard | Storytelling | Vector Illustration | Digital Painting | Analog Drawing and Painting | Time Management | Collaborative

## Professional Experience

**Freelance Illustrator** San Francisco Bay Area — Jan 2011 - Present

As an illustrator, I work collaboratively with the needs of my clients to ensure that I meet project milestones, making sure work conforms to their expectations and always meet their deadlines. My responsibilities include; marketing, content writing, research and development, negotiating, and updating web and social media sites.

**Joy of Drawing** Menlo Park, CA — Oct 2024 - Dec 2024
**Workshop instructor**

Hosted a series of public library introductory art courses to adults including a web lecture class on illustration. These classes introduced students to the basic concepts of art making such as drawing, value, texture, pattern and composition. The goal of the class was to expose students to a structured approach to creating art while making it fun. The goal of these workshops was to inform that anyone is capable of creating art successfully given the right instruction and tools.

**Viscira LLC.** San Francisco CA — Apr 2016 - Jul 2020
**Storyboard Artist**

Worked with the Creative Lead / Creative Director to visualize engaging and scientifically accurate storyboards for medical device animations targeted at B2B or B2C within the pharmaceutical industry. Core responsibilities included creating concept art to depict key frames from the storyboards while adhering to client facing standards. Led visual concept design that directly secured client sign-off and finalized Statements of Work (SOWs).

**Machine Zone** Palo Alto, CA – May 2012 - Aug 2012
**2D Artist**

Designed a variety of creative assets, concepts and UI designs for five MMO mobile games. Collaborated with team leads and colleagues to establish style guides and match existing visual styles for games. Partnered across design teams to deliver high-velocity creative sprints on schedule while maintaining strict visual quality benchmarks.

## Freelance

San Francisco, CA – Sept 2011 - Dec 2012

**Intuary Inc. ( Digital Content Publisher )**
**Illustrator**
Illustrated children's stories for web and mobile device reading. Worked closely with the creative director and project manager to deliver age-appropriate illustrations in a lively and educational way. Meeting project deadlines to adhere to budget constraints.

**Enthusiast Entertainment ( Online Gaming Company )**
**2D Artist**
Illustrated various game assets for online social media apps. Researched and conceptualized the look and feel of the illustrations needed. Met project milestones and set deadlines.

**Academy of Art University** San Francisco, CA — Aug 2007 - Dec 2007
**Instructor**
Instructed a predominately introductory class called, "Sketching for Communication." The class gave a general overview of the fundamentals of art and its concepts with applications towards various disciplines. Leading the class by professional example, guided students through a series of exercises to build upon the skills gained from the previous lessons and building student confidence.

## Clients

**Weird Sisters** ( Literary Publisher )
**Catalyst Games: Shadowrun** ( TTRPG Game Publisher )
**5th Planet Games** ( Interactive Online Games )
**Deloitte Digital** ( Digital Agency )
**RadiumOne** ( Strategy Consultants )
**Contxt Corporation** ( Consulting Firm )
**6am Studios** ( Game Company)
**Games Ballistic** Studios ( Game Company)

## Publications

**Shadowrun 6th World**
**Planet of Flowers**
**Illustration Annual**
**Society of Illustrators of Los Angeles: Illustration West 60**
**Pictora 3: The Best in Contemporary Illustration Worldwide 2019**

## Education

**Visual Arts Passage** - Portfolio Development
**Chris Oatley Academy** - Illustration/Visual Development
**CGMA** - Environmental Design
**Berkeley City College** - Berkeley, CA – Animation
**Academy of Art University** - San Francisco, CA – Bachelor's of Fine Arts (BFA)