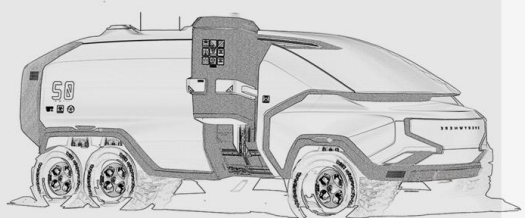
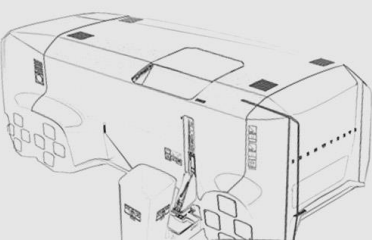
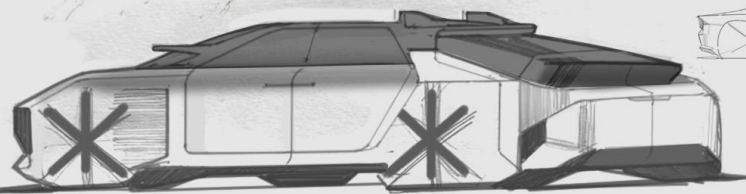


Portfolio **Dampson Hu**

FAVOURAITE PROJECT TILL 2023



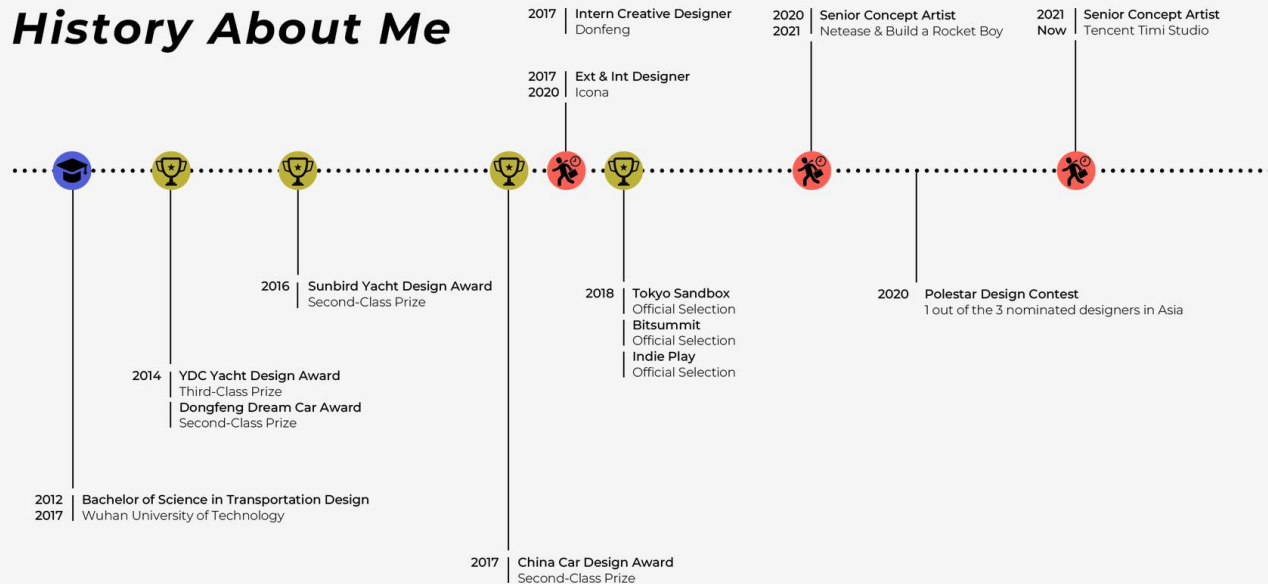
Hello I'm Huhu



Photo: Crying Center

Born in a musical family, I grew great sense of art since I was a kid. After studying design and working in the top companies such as Icona, Netease and Tencent. What's more, I also did a lot of side projects such as indie game, VR and live music, I gained adequate experience to perfect my skills in art, design and music.

History About Me



Software Skills



Photoshop



Blender 3D



Unreal Engine



Plasticity 3D



Stable Diffusion



Premiere



Adobe Illustrator



Keyshot

Contact



dampson.huhu



dampson0621@gmail.com



+86 18202761430



Run! Novel



All Games > Indie Games > Booth: A Dystopian Adventure

Booth: A Dystopian Adventure

Community Hub

Gameplay | Release Trailer



The year is 2036. In this famine-riddled world, food-centric sovereignty has been established. Living alone inside a food-inspection booth, you are striving to find truth and peace beyond the borderline.

ALL REVIEWS: **Very Positive** (280)



RELEASE DATE: 22 Jul, 2020

DEVELOPER: Guanpeng Chen
PUBLISHER: Guanpeng Chen

Popular user-defined tags for this product:

Dystopian Story Rich Adventure Atmospheric +

Booth.

Musical Supervisor
Writer

As fans of George Orwell and supporter of Jeremy Bentham, two friends and I built this game about dystopia together for nearly 3 years.

I composed all the songs with lyrics and wrote some storyline.

We got some international awards and sponsorship from Humble Bundle. What's more, we got approval from our favorite producer Lucas Pope after he tried it.

TOKYO GAME SHOW
2020
ONLINE



BITSUMMIT
2018



TOKYO
SANDBOX



Nothing to say about this project, please **try it on STEAM.**



Review my portfolio with the music I composed.



Vol 1. Get Addictive in the Game



Vol 2. Shush



Vol 3. Journey to the West



Vol 4. Songs for Your Funeral

I composed 30 songs in total for this game.



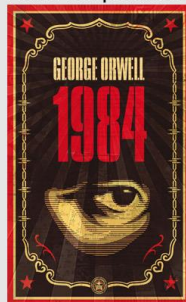
Vol 5. As Good as Living in the Water

What if
George Orwell and **Ch'ien Chung-shu**
design a game with us?

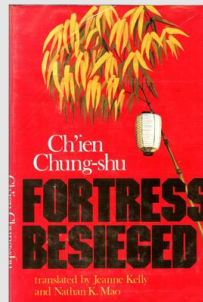


Key Frame for the Concept

Main Inspiration



《1984》



《Fortress Besieged》

Who controls the past controls the future.
Who controls the present controls the past
--George Orwell

Those who are outside want to get in,
and those who are inside want to get out.
--Ch'en Chung-shu



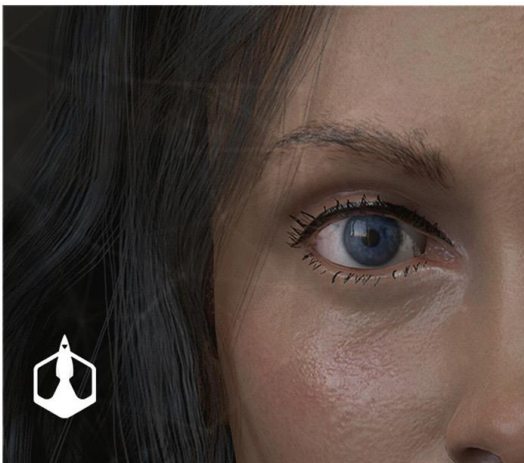
EVERYWHERE

AAA Game produced by Leslie Benzies from GTA

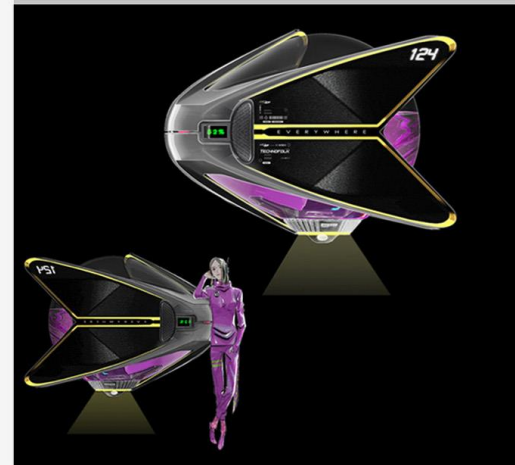
Senior Concept Artist

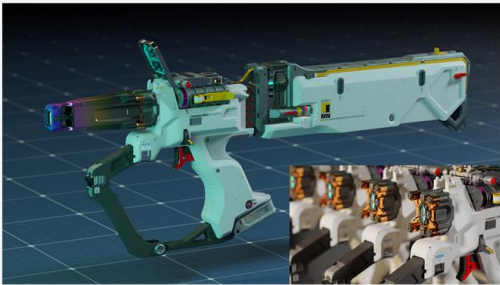
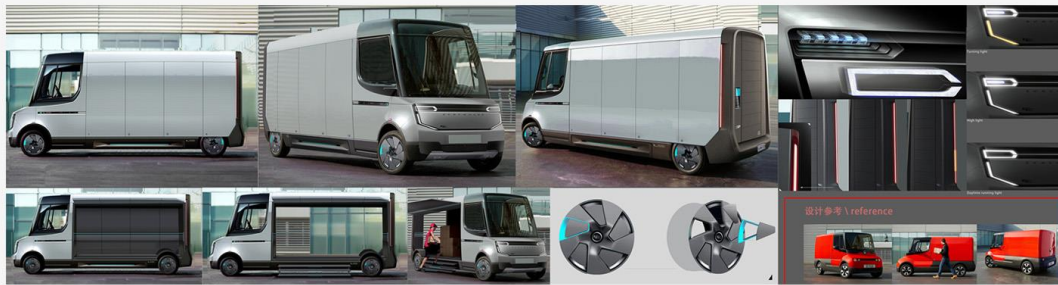
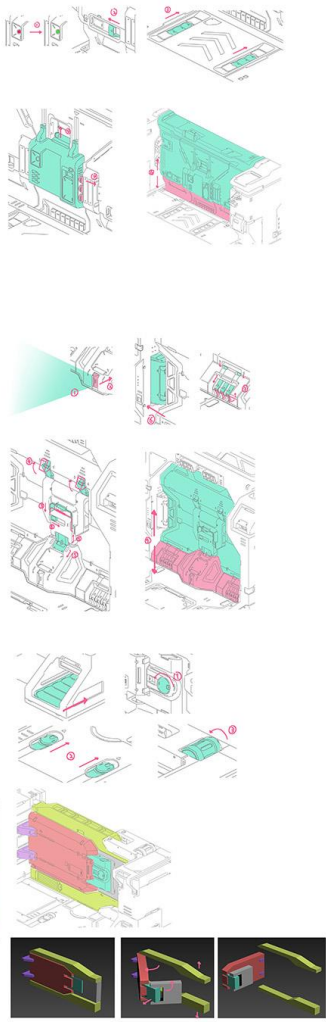
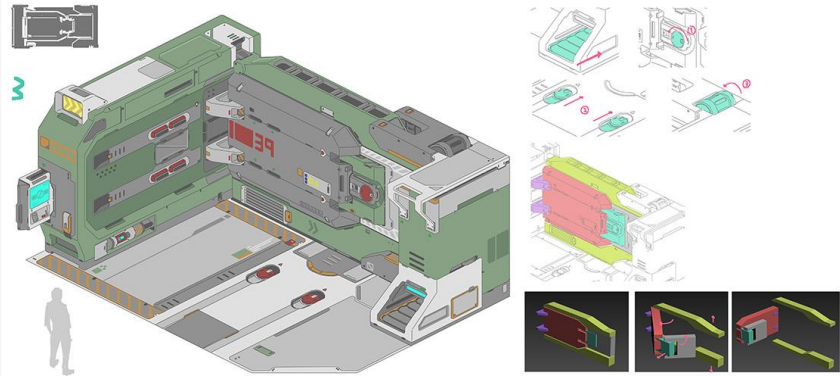
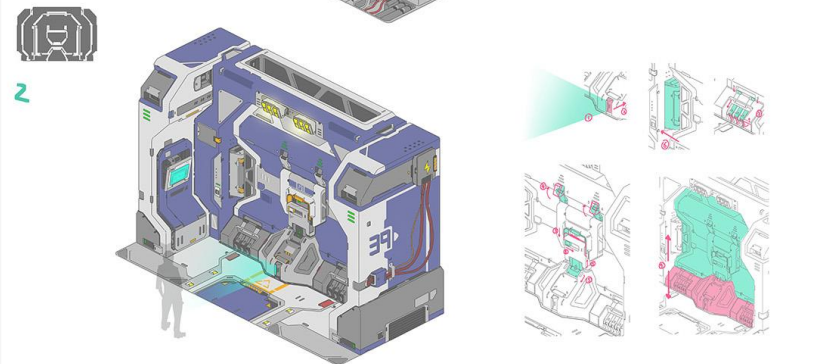
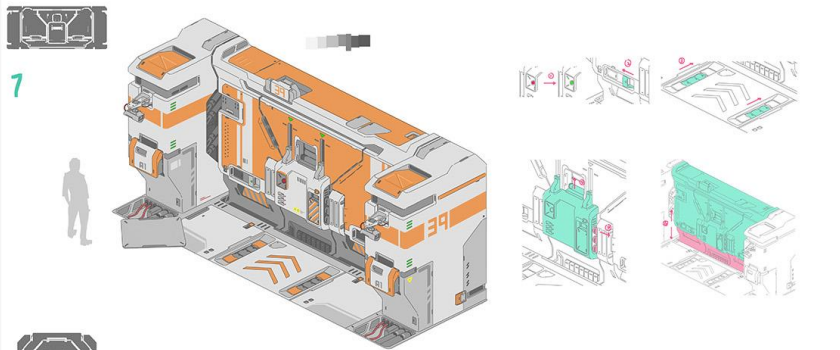
Working for a AAA game produced by Leslie Benzies who created GTA and Red dead Red Dead Redemption.

I was leading a team responsible for vehicle design and concept of the city.



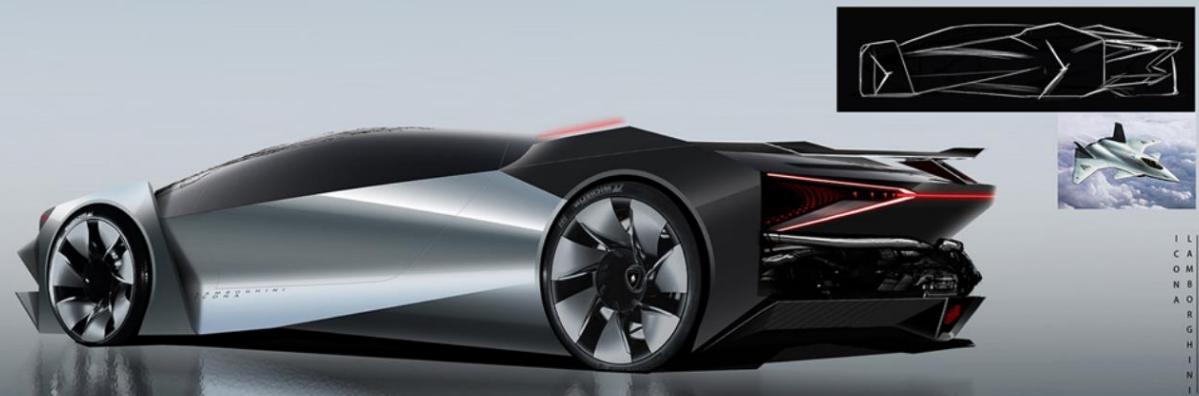
<https://www.buildrocketboy.com/>



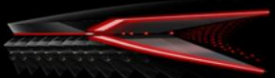




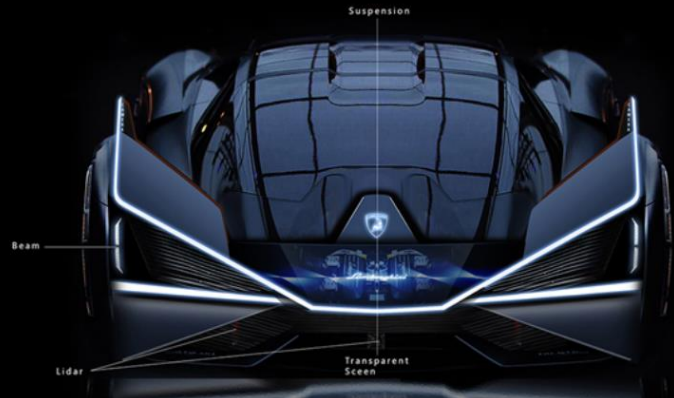
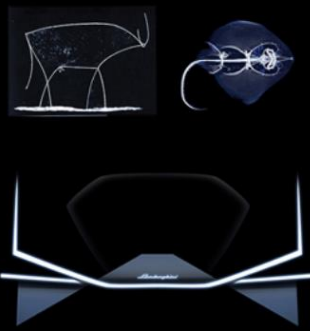
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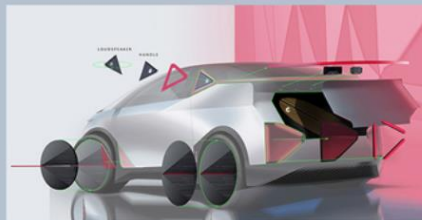


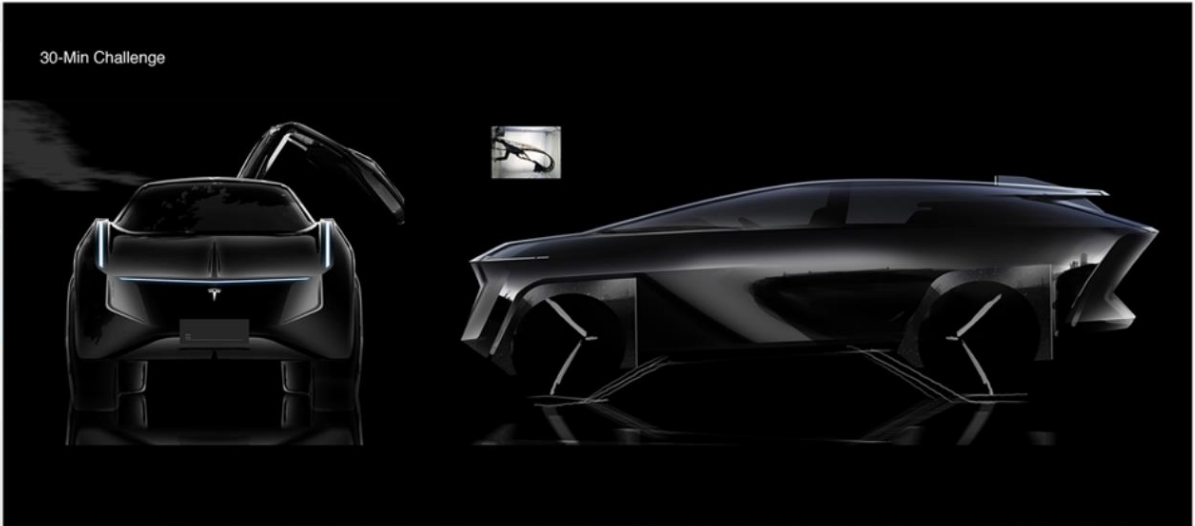
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Modularity & Customizable





A 案 CHINESE



ORDINARY
ECONOMICAL



B 案 JAPANESE



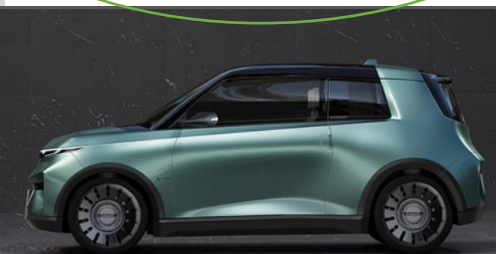
CUTE
PRODUCT DESIGN

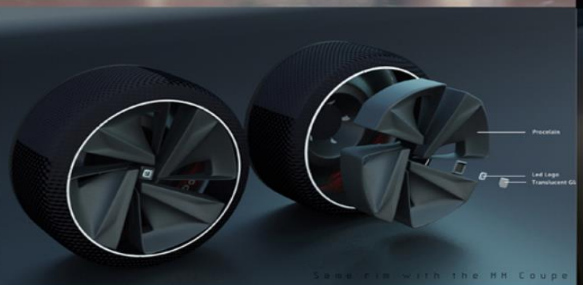
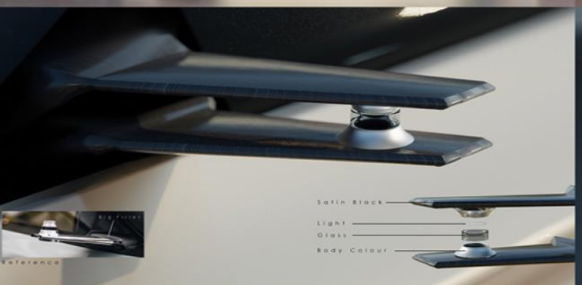
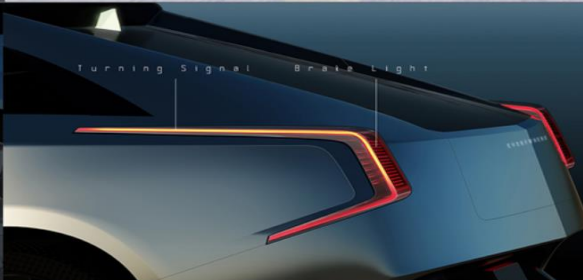
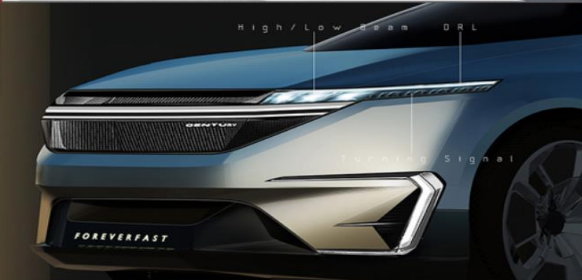


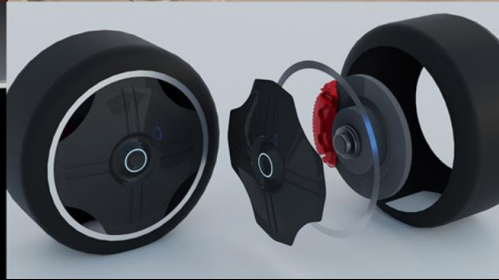
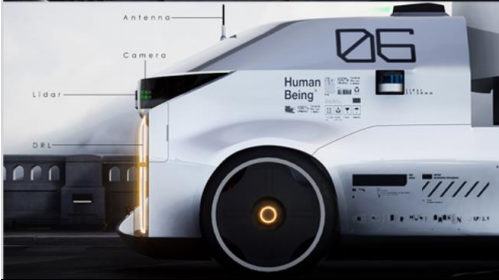
C 案 ITALIAN



SPORTY
ELEGANT







All In-Game Footage



MindsEye Teaser | 2023



EVERYWHERE

6320位订阅者

订阅

4646



分享

保存



MindsEye Teaser | 2023



EVERYWHERE

6320位订阅者

订阅

4646



分享

保存



<https://www.buildarocketboy.com/>

Senior Concept Artist

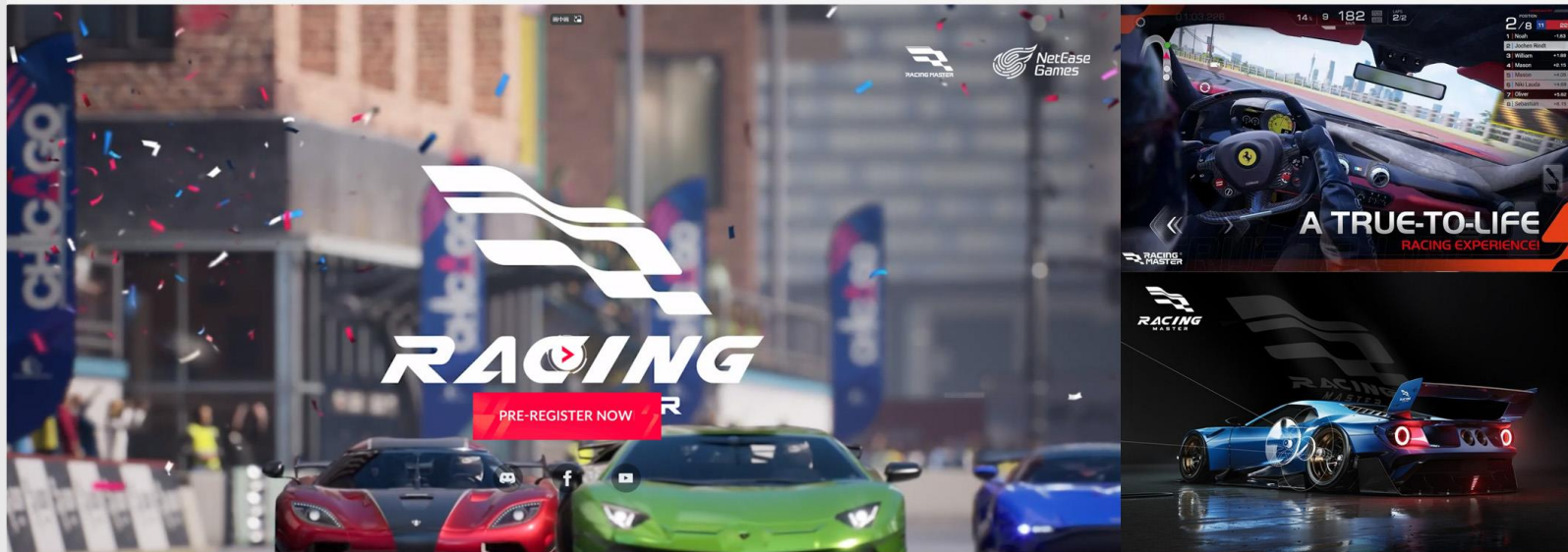
An international project cooperating with Codemasters.
Responsible for the design and storytelling.



All In-Game Footage



Promotion Photo



All In-Game Footage



Racing Master (Official) Gameplay - Ultra Graphics 4K 60Fps Android iOS



Racing Master (Official) Gameplay - Ultra Graphics 4K 60Fps Android iOS

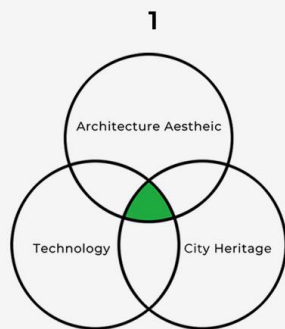
A Driverless Bus Representing Shanghai City



Lead Designer

Inspired by the Shanghai City's meaning in Chinese (Shang means above, Hai means Ocean) and its trading history, I came up with the concept "Sail of Shanghai" to design this driverless bus representing Shanghai City during Chinese International Import Expo.

It may be put into mass production in 2025.



2

Conflicts

Privacy	Public
Sustainability	Mass Production
Adult	Kid
City	Company
Responsibility	Profit

3

Solutions

Design the interior with architecture thinking.
 Reduce exterior molds.
 Special playful CMF for kids.
 Inspiration from city heritage and company DNA.
 Material & Strategy.

What if **Le Corbusier** work on this project with me ?



To be modern is not a fashion, it is a state. It is necessary to understand history, and he who understands history knows how to find continuity between that which was, that which is, and that which will be.

- Le Corbusier



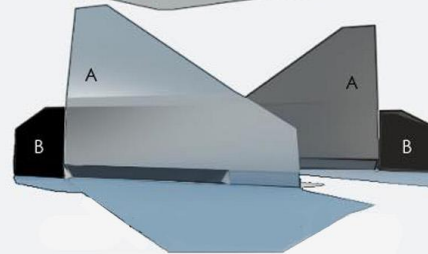
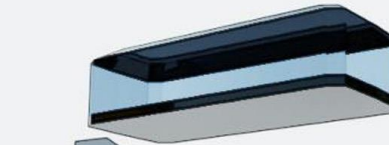
Shanghai: Above the Ocean



Integrated the meaning of Shanghai (Shangh means above; hai means ocean) and the city's trading history into a story called "Sail of Shanghai" and a sleek silhouette of a sail.



Half is Complete



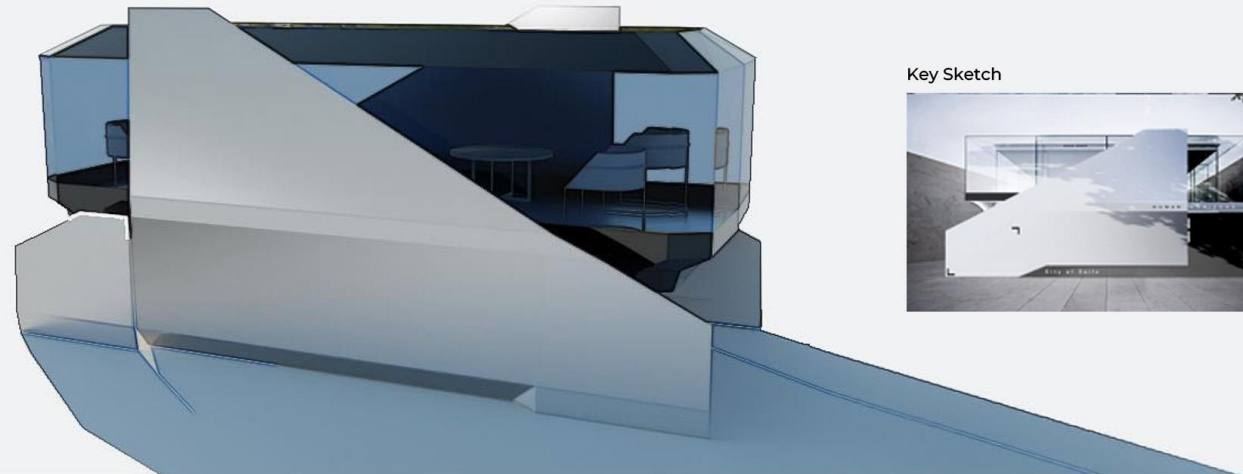
Manufacture A and B then Flip it to the other side.



Axial - Symmetry
4 Molds



Central - Symmetry
2 Molds



Key Sketch



Color & Trim

I have strong interest in CMF(Color, Material, Finished) since I have some experience in fashion design. For this project which is the first project I led in my career, I volunteer to take the responsibility for the CMF design.



Kid Zone
(Thermoresponsive Fabric)



Fabric Experiment

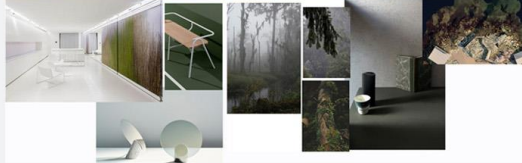
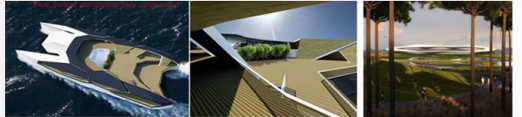
1. Fabric with parametric patterns.
2. Fabric with thermoresponsive paint.
3. Fabric with 3D texture.
4. Fabric with strongly contrast color.



Gulf Stream Style



Terrarium Vibe

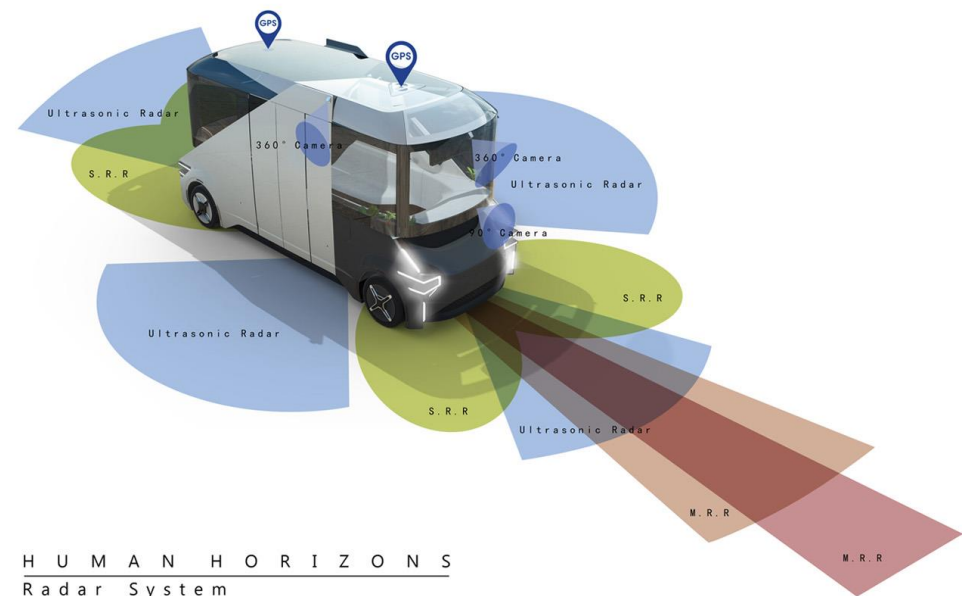


Sketch

Manufacture Plan

Already built 3 cars serving the Zhangjiang Technology Park (Shanghai Silicon Valley).

More will be manufactured in 3 years to serve in tourist attractions representing Shanghai City.



Next-Gen Delievery System

Strategy Designer

I disvored the pain points of the delievery system in Shanghai City. By combining several latest technology from JD, I created a convincing system that could make the systme functon much more efficiently.

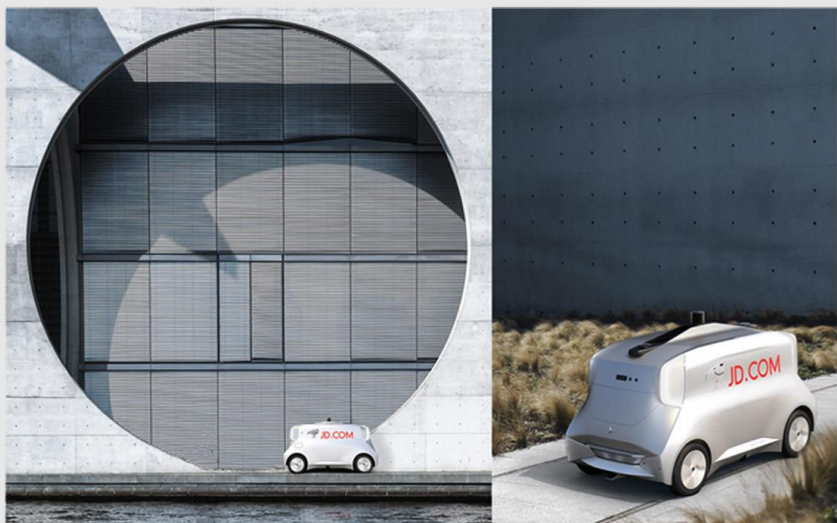


Photo:Dennis Yu



News

China Labour Bulletin
<https://clb.org.hk/content/shanghai-traffic-...>
Shanghai traffic police target delivery workers through ...
2023年7月6日 — A food **delivery rider** named Xiao Xiang was ... **Shanghai** Ministry of Public Affairs handled over **43,000 traffic violations** by **delivery riders**.

Bloomberg
<https://www.bloomberg.com/newsletters>
Chinese Ride-Hail Users Fret Over Didi Privacy Concerns
2022年7月26日 — In its statement last week, **China's** cybersecurity watchdog said Didi illegally analyzed users' travel history without their consent, collected ...

Paint Points



Traffic Efficiency
Make full use of the traffic timing.



Time
More workers mean less efficiency, more cost and more mistakes.



Privacy
Delivery riders may infringe privacy which is potential risk especially for female users.

Opportunities

Automatic Factory



In the daytime when the traffic maily serve for the city, the intergrated unmanned system work to arrange all package.

Autonomous Driving



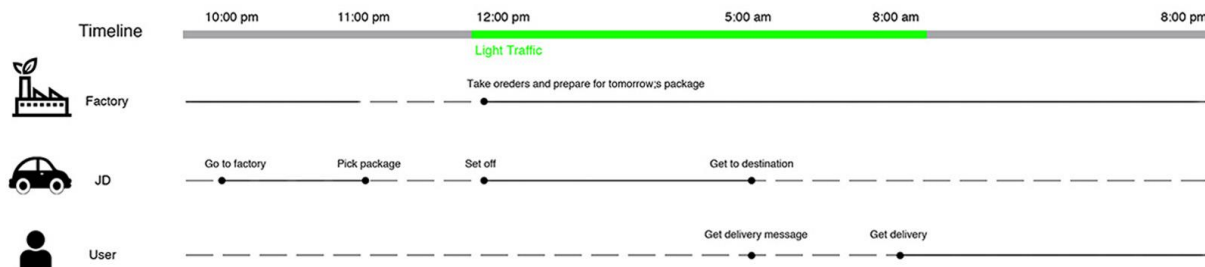
At night when the traffic is less busy, the L4 system work to deliver all package to every corners of the city.

Unmanned System

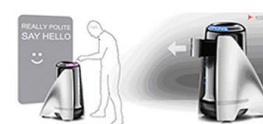


From morning, the car also work as Hive Bos responsible for a certain area, which car protect privacy.

User Journey

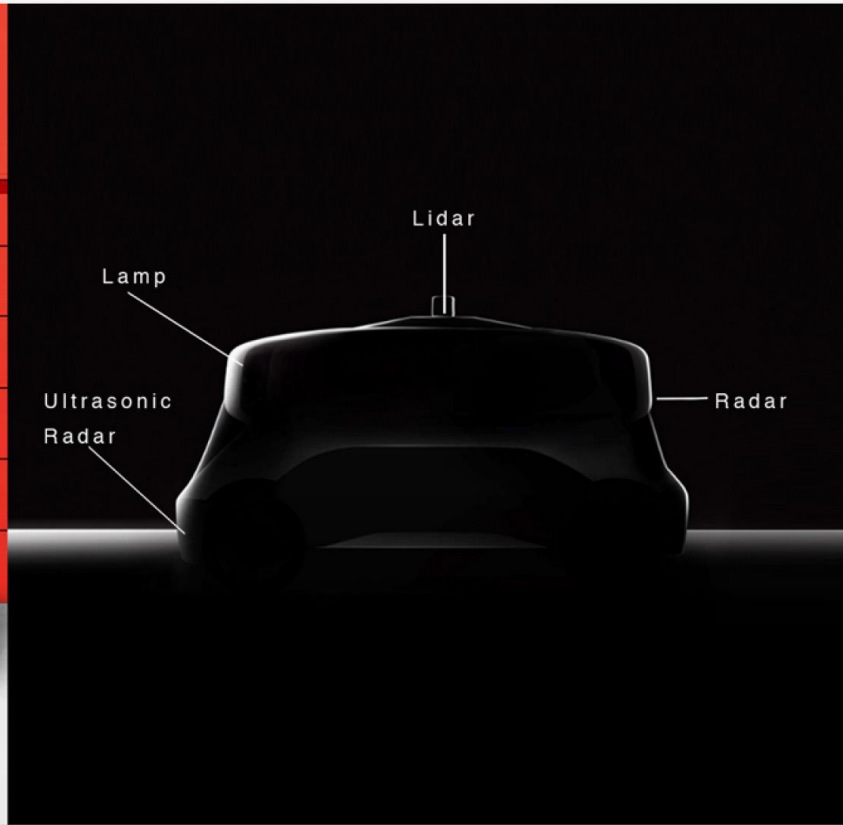


By intergrating technology and rearranging the timing, the whole city can funtion with higher efficiency all day long.



From Hive Box to home especially for the CBD area, we can use the Spacepod developed by Icona and Maltuan.

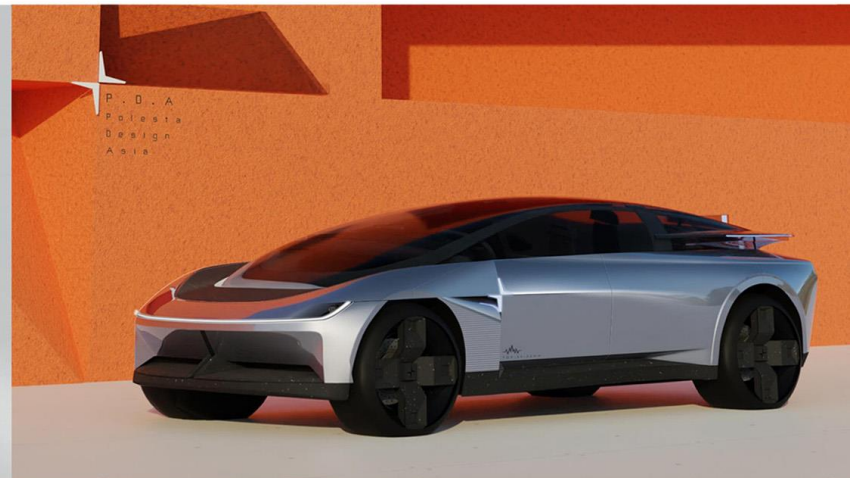
A great success in the Shanghai Auto Show in 2019



Polestar Design Contest



Unlike most of the western culture, I found out there are lots of similarities between Scandinavian aesthetic and Asian philosophy, so I came up with the idea of what design language Polestar could apply to combine the aesthetic philosophy of these 2 regions.



Iterate My Workflow with AI Tools



Stable Diffusion



Midjourney

R&D Tutor

With the rapid development of AI technology, I began to take the responsibility to learn about it in all aspects. Then I have to **conclude a workflow** and teach others in my team to master it.

What's more, I also applied the latest AI technology to make an **animation MV** for my song.

1

AI Animation MV for My Song

《偷情 - Steal Love》



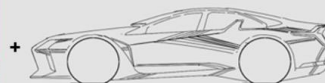
Stable Diffusion + Deform + After Effects

2

AI Workflow for Line Art



Reference



Line Sketch



Stable Diffusion



Photoshop

3

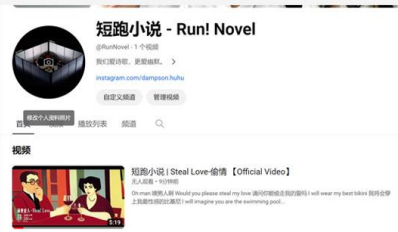
AI Workflow for Game Storytelling (Video)



Midjourney + After Effects + Depth Map Tools

AI Animation MV for My Song

《偷情 - Steal Love》

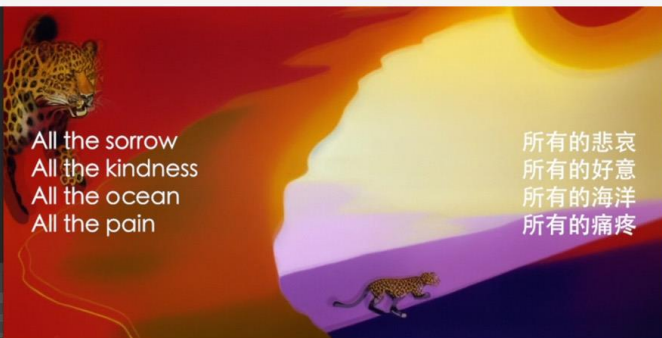


短跑小说 - Run! Novel
@Run!Novel · 1个视频
我们讲小说, 更新最快。 >
instagram.com/dampson.huhu
自定义标题 管理视频

视频

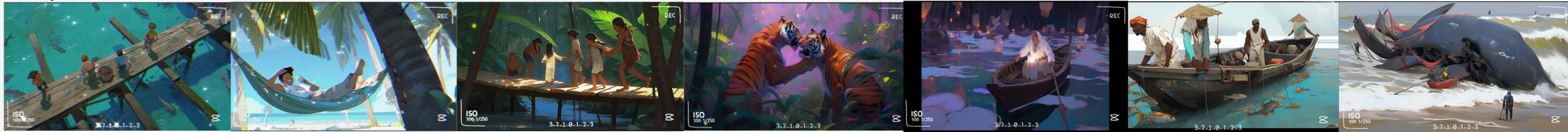
短跑小说 | Steal Love-偷情 【Official Video】
本人原创 · 1019播放
@run!novel Would you please steal my love 请问你能偷走我的爱吗 I will wear my heart before 我的心
上我愿意为你去冒险 I will imagine you are the swimming pool

<https://www.youtube.com/watch?v=M8EyzStP2VU>



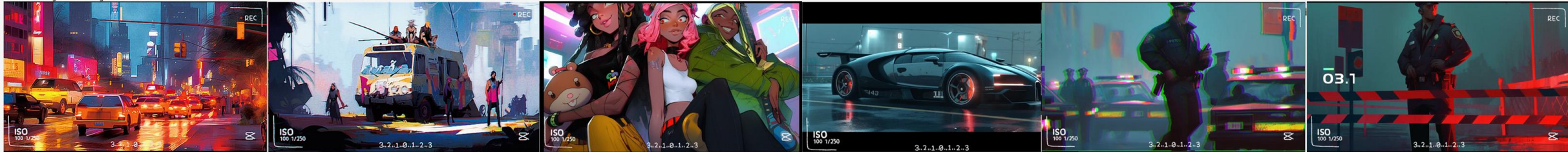
AI Workflow for Game Storytelling (Video)

01. The City of God-Cidade de Deus



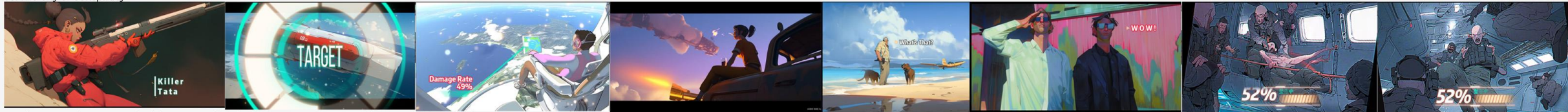
There is a tropical city called Lahuya located in the south of Asia where the local people preserve the primitive tradition.

02. The City of Liberty



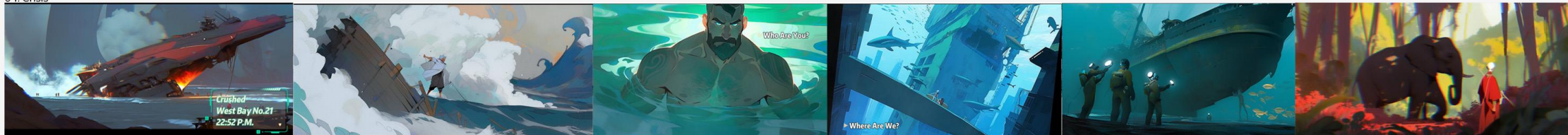
Not far from Lahuya, there is a city ruled by a high-tech company called TC which has strong belief in anarchism.

03. The City of Conspiracy



One day, some unknow spy attacked the transport ship of TC for some reasons. However, the news was blocked by the company for a secret.

04. Crisis



The ship crashed into the bay of Lahuya. The story begins.

Result

It takes only less than 3 hours to generate a video to tell a story.

Once the story is confirmed, I can continue the design with more clear direction, which is really helpful.



Immersive VR System for Learning Microscopic Body Control

Working with a member from the Biofeedback Lab of Sun Yat-sen University, I created an environment with UE4 and helped them to build up the virtual world for teaching people to do meditation in a more scientific way.

However, the experiment is not so successful, then I turned this prototype into an installation I used during my show.

Traditional Exercise



Gym - Physical

Only for gaining muscle, not useful for improving mental health.



Meditation - Mental

No specific methodology. More about the feeling instead of data.



Next-gen Exercise



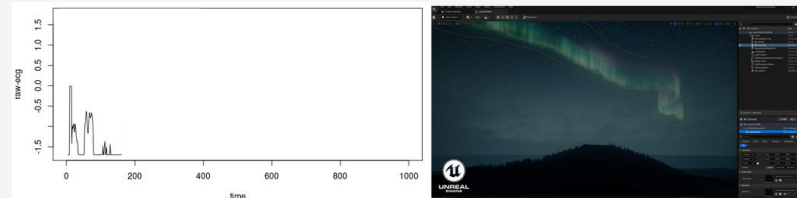
VR - Mental + Physical

Immersive mental training. Based on ECG, EGG, EMG and HRV data, quantify micro body change, with which we can learn how to improve our mental and cardiovascular system.

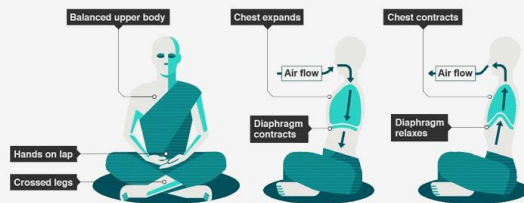


Process

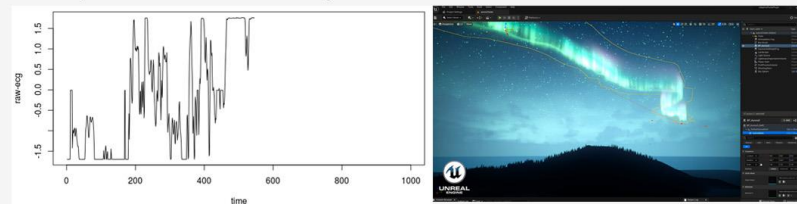
1. Immersive the users into VR.



2. Teach the users how to relax the cardiovascular system.



3. Give positive feedback via image and sound.



When the ECG data reach certain point which means the users is in a "flow". At this moment, we give the positive feedback with image and sound to give the users positive feedback, which can help them remember this abstract body change in a concrete way.

We call these feedback "Hook". By creating more and more "Hook", users can learn meditation which is more about feeling instead of data, in a more visualized and concrete way.

Tools

Support FFT spectrum analysis
Signal quality stably | Brainwave data
low power consumption/customizable

Taurus TGAM Brainwave Sensor Module Development
Kit Neurosky EEG Control Headband Mindwave...

\$20.90 USD 有货

a. TGAM Block Diagram
b. Plot of Real-time brain signals

With this cheap device, we can get the ECG data instantly.



"Hook"

is the positive feedback we design for the users. It range from sound to image. These concrete feedback can direct users to remember the abstract feeling of there body change.





Artistic Application

Wearable Device

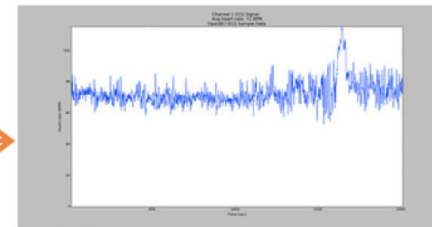


Neurosky TGAM



EEG Cap

Instant Data



Instant ECG Data

Emotional Visualization

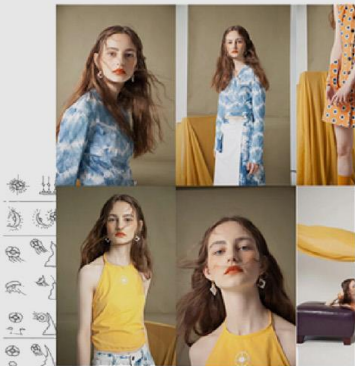


Processing

The Idea

Following the data collected when I am performing on the stage, the Processing can visualize my emotion to some extent. The audience can sense my subtle emotion like excitement, sorrow and depression not only by my music but also the VJ.

Yunzo x Shafashanghai

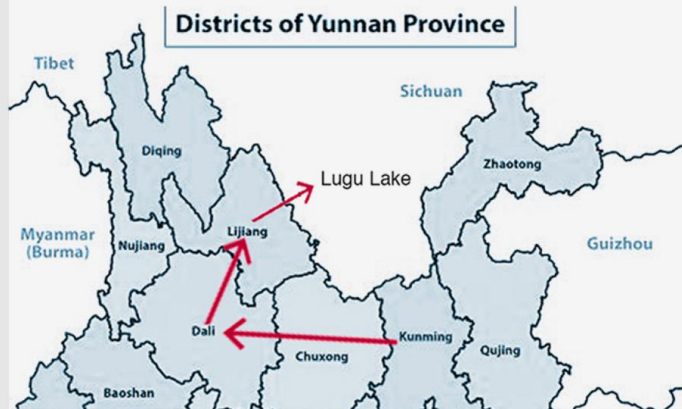


As a founder of a fashion brand called Shafashanghai, I collaborate with a Londonbrand called Yunzo featuring Chinese ethnic minority culture.

I travel to the Yunnan Province to experience the life of the Chinese ethnic minority for 1 month. Finally, we successfully applied their handcrafted technique to the modern cloth design.

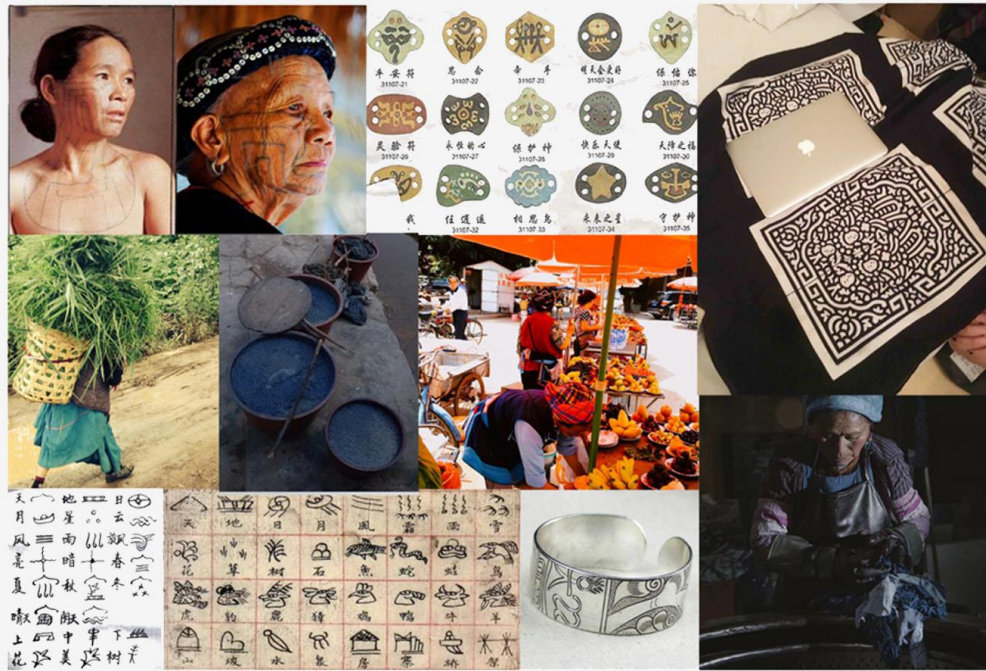
The Trip

30-days deep research in Yunnan where more than 25 different ethnic minorities inhabit.



The Inspiration

- Dongba Language Character
- Ethnic Tattoo
- Traditional Cloth
- Fabric Dying Technique
- Silver Carving
- Matriarchy



Key Sketches

1. use embroidery skills ,combine dongha symbols

2. you can decide to put Shipon fabric here or not.

in white tone
2 layer set-on-should dress
3 layer set-on-should dress

hair white tonnage white
2 layer set-on-should dress
3 layer set-on-should dress

dark jacket all white
2 layer set-on-should dress
3 layer set-on-should dress

single combi embroidery dress
2 layer set-on-should dress
3 layer set-on-should dress

set-on-should fabric Shion
2 layer set-on-should dress
3 layer set-on-should dress

set-on-should high-shoulder point
2 layer set-on-should dress
3 layer set-on-should dress

set-on-should fabric Shion
2 layer set-on-should dress
3 layer set-on-should dress

Shipon pattern white Shion
2 layer set-on-should dress
3 layer set-on-should dress

traditional set pattern Shion
2 layer set-on-should dress
3 layer set-on-should dress

traditional set pattern Shion
2 layer set-on-should dress
3 layer set-on-should dress

Have attention been the finished all the sketch on the body then get the prototype of all look.

DIY 定制定制
The idea is getting some native silk and put onto the model body when we show the photo. We can sell this latter silk on so well.

We design the graphic and contact the factory to make it.

十二生肖在以前有代表性的中国文化。通过现代文字这个载体来表达，可以考慮将传统生肖图案和少量民族图案结合。

建议将十二生肖的小图案统一起来，做成图案，再做成图案，做成图案。 (将生肖小图案做成图案，做成图案)

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