

# Samuel Kam

Concept Artist | 3D Modeler | Toy Designer | Product Designer

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## Professional Experience

### Co-Founder

**Kibun Box** — Los Angeles, CA

January 2025 - Present

- Art directed the design and development of collectible toys, packaging, and brand identity for an independent art toy label.
- Created detailed style guides and design assets for production and marketing use.
- Managed social media and content creation to promote the brand and engage with the art toy community.
- Monitored production timelines and maintained alignment between design intent and final deliverables.
- Assessed technical requirements for toy materials and ensured feasibility for manufacturing.
- Took on freelance projects designing art toys and packaging for external clients, applying industry knowledge to a variety of brand aesthetics and market needs.

### SENIOR CONCEPT ARTIST

**GENIES INC.** — Los Angeles, CA

August 2022 - March 2025

- Led the creation of avatar outfits, wearable assets, and interactive micro-game prototypes across a variety of distinct art styles using both 2D and 3D tools.
- Directed the development of 200+ in-game assets, ensuring visual consistency and gameplay clarity.
- Collaborated with engineers to prototype and iterate on games built in Unity, contributing to early gameplay and visual testing.
- Contributed to overall visual product—from initial concepting through to final polish—ensuring alignment with project goals.

### CONTRACT CONCEPT ARTIST

**WELL TOLD ENTERTAINMENT** — Los Angeles, CA

April 2022 - August 2022

- Designed main enemy concepts, helping establish the visual identity and tone of the game's core antagonists.
- Redesigned legacy characters to align with updated art direction, enhancing consistency and overall style cohesion.
- Delivered detailed turnarounds and callouts to support both the Art Director's vision and the 3D modeling team's production needs.

### CONCEPT ARTIST

**Rooster Teeth** — Austin, TX

April 2021 - May 2022

- Developed original character concepts for animated shorts and pitch decks, aligned with diverse narrative themes and visual directions.
- Reimagined existing characters into animation-friendly styles to meet specific storytelling and production needs.
- Rapidly produced concept art, rough animations, and visual mock-ups to test and communicate ideas during early development stages.

### CONCEPT ARTIST

**Funovus** — Redwood City, CA

July 2019 - May 2021

- Created detailed 2D illustrations based on character archetypes and narrative context.
- Developed multiple concept variations for character cards and their alternate skins, aligning with gameplay themes and visual identity.
- Rendered background paintings to complement character compositions and enhance overall presentation.

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## Education

### Bachelors of Fine Arts in Game Development

Academy of Art University — San Francisco, CA