**JIMMY LO**

**Principal Artist**

**Blizzard Entertainment**

As a principal artist on *World of Warcraft* at Blizzard Entertainment, Jimmy Lo works with other artists on the team to develop the visual direction of *WoW* and come up with creative ways to visually support the game’s design needs. He is currently focused on helping define and refine the look of upcoming content for the latest expansion, *Battle for Azeroth*.

Jimmy began his career at Blizzard in 2002 near the beginning of *World of Warcraft*’s development, creating 2D and 3D art for a variety of in-game dungeons, buildings, and other structures. He eventually took on a role as concept artist for the game, and has had a hand in shaping the look of every *WoW* expansion since launch.

Jimmy holds a Bachelor’s of Fine Arts degree in Digital Media from Otis College of Art and Design, Outside of work, his passion for worldbuilding and storytelling extends beyond Azeroth, and he enjoys exploring and adventuring across a wide variety of game worlds.