

TINA LEI

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408.621.6717

SENIOR CONCEPT ARTIST

A multidisciplinary artist, with an extensive background in gaming, animation, and tech industries. Strengths lie in concept art, visual storytelling, product thinking and creative cooperation .

EXPERIENCE

Warner Bros Animation, CA

July 2022 - Present

Principal Production Artist

Color style designer for characters and props on the HBOMax original show Jellystone, created by C. H. Greenblatt.

- Design color keys and systems that visually support the narrative and tone of the story. This includes creating pleasing, tone-appropriate palettes for characters, environments and story elements.
- Created key art that established light, mood, and tone to guide viewers' focus to essential moments on screen.
- Managed and actioned on a high level view of the production with an understanding of all design elements and how they all integrate together in one scene.
- Led effective and clear communication within the art department, leading to cohesive colors throughout episodes.

Meta, Menlo Park, CA

January 2017 - May 2021

Senior Artist

Designed visual language for Messenger AR Platform, launched Messenger Stories, and curated Messenger Frames.

- Defined artistic direction for AR projects with external vendors from ideation to finished product, developing mood boards, concept designs, & turn-arounds.
- Owned feedback workflow with vendors increase efficiency and clarity between teams and to ensure work is delivered on time.
- Effectively utilized research to help define and direct difficult campaign initiatives and goals, resulting in co-creating compelling and appropriate visuals for Messenger's first public support for World Mental Health Day.
- Collaborated with cross-functional partners (Product Design, Engineering, Tech Art, Marketing), managing goals to ensure successful partnerships and high quality deliverables.

- Developed designs with functionality in mind that also fits the narrative and technical boundaries.
- Quick to pivot and adapt to new changes and directions with understanding of constraints of available tech and production schedule.

Uber, San Francisco, CA

2016 - 2016

Product Marketing Illustrator

Collaborated with product designers to visualize and design marketing campaigns for new features within the app.

- Developed polished in-app assets by crafting clear visuals that articulated app messaging.
- Collaborated with cross functional teams (Product Designers, copywriters, engineers) to give essential product feedback and insight for best user experience.

Playstudios, Burlingame, CA

2015 - 2016

Outsourcing Manager

Created marketing illustrations to support launching games and monetizing features.

- Managed external vendors' workflows and deadlines for outsourcing projects, coordinated timely production and delivery of assets.
- Led best practices to ensure consistent quality via vendor packets and documentation with thorough draw-overs and notes.

Facebook, Inc, Menlo Park, CA

2015 - 2015

Illustrator

Developed fun and engaging designs for Messenger Frames.

- Created top performing illustrative frames with more than half a million usage to date.
- Managed & organized production of more than 300 assets, deliverables, and implementation on a 3-person team.
- Streamlined workflow by introducing automated exports of desired file format.
- Partnered with art director and artists to create, prioritize, and execute plans for a predictable capacity of work within project timeline.
- Owned the project's organization, naming conventions, and delivery setup for maximum efficiencies.

Zynga, San Francisco, CA

2012 - 2015

Senior Concept Artist

Designed weekly features and props from early concept sketches to finished production assets & paintings.

- Key contributing artist for 2 popular games, Farmville 2 and Words on Tour.
- Designed believable concepts for characters, props, and environments; painted production-ready game assets and key art.
- Defined art style by prototyping quickly for Words on Tour.
- Collaborated closely with cross functional partners (modelers, animators, tech art, designers, UI, art director) by solving gameplay with visual mockups of game features and assets.

- Maintained quality bar under tight deadlines and quick turn-arounds.
- Designed and systemized UI iconography for an Unannounced Title.

Tencent, Palo Alto, CA

2011 - 2012

Associate Concept Artist

Created production concepts and polished game assets such as buildings, decorations, and logos.

- Designed all game characters from concept to finished production art ready for implementation.
- Created relevant marketing art for the project.

Disney Publishing, Los Angeles, CA

2011 - 2011

Publishing Artist

Painter for Winnie the Pooh "A Bounceful Friendship."

- Maintained traditional Winnie the Pooh watercolor style.
- Painted book cover and all spreads, including backgrounds and characters.

EXPERTISE

- Vendor Management
- Deep understanding of visual branding
- Process Improvement
- Game Design
- User Experience
- Ability to adapt to different styles
- Outstanding design sensibility

Photoshop, Illustrator, AfterEffects, Procreate.

Experience with **Perforce, Jira, Shotgun, AirTable, Trello**

Experience with **Maya, Substance Painter, Figma, Blender, Unity**

EDUCATION

Bachelor of Fine Arts, BFA of Illustration

Art Center College of Design, Los Angeles, CA