

Tina Lei

Lead Artist | tinalei.com

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California
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EXPERIENCE

WBA, Remote — *Color Designer*

JULY 2022 - PRESENT

Design color systems that visually support the narrative and tone of the story being told, use my skill in design and art direction to choose pleasing, tone-appropriate palettes for characters, environments and story elements in order to maximize the viewing experience for the audience.

Expert understanding of color theory and light, mood, tone, line and form. Being careful to consider how color, tone, contrast can guide viewers focus to key moments of action or characters on screen.

Ability to keep a high level view of the big picture with an understanding of all elements (props, characters, backgrounds, lighting, animation) and how they all integrate together in one scene.

Collaborate effectively with clear communication at every stage of the process with my partner color stylist to ensure high quality of colors within each episode.

Meta, Menlo Park, Ca — *Sr Illustrator Designer*

2016 - 2021

Create concepts and designs of visual language for Messenger AR Platform, launched Messenger Stories and curated Messenger Frames.

Defined and evolved artistic direction for top performing AR projects with external vendors from ideation to finished product.

Effectively utilized research skills to define and direct difficult campaign initiatives and goals, resulting in positively shaping the brand's first public messaging around mental health.

Quick to pivot and adapt to new changes and directions with understanding of technical constraints and timely production schedule.

Identified and improved inconsistencies in the pipeline by setting new guidelines for vendor feedback and contributed to production planning.

Uber, San Francisco, Ca — *Product Illustrator*

2016

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

Liaising with design, engineering, copywriting to align expectations with visual design.

SKILLS

Illustration / Concept Design.

Versatile art styles.

Art direction.

Project and people management.

Solid understanding of game pipelines.

Attention to detail.

Strong communication skills.

Deep understanding of interdependency of visual design, UI, product strategy and branding narrative for successful product.

TOOLS

Adobe Suite Photoshop, Illustrator, InDesign, AfterEffects.

3D: Experience in Blender, Maya, Substance Painter.

Production: Perforce, Jira, Airtable, Asana, ShotGun, Trello.

Experience in Unity.

LANGUAGES

English, Cantonese.

Maintained high quality illustrations while adhering to new branding guidelines.

Playstudios, Burlingame, Ca — *Outsourcing Manager*

2015 - 2016

Created marketing illustrations to support launching games and monetizing features.

Managed and directed 2 external vendors while maintaining production schedule.

Led best practices by putting together vendor packets with design, moodboards, references, draw-overs, notes.

Zynga, San Francisco, Ca — *Concept Artist*

2012 - 2015

Created concepts and designs for weekly features and props from early concept sketches to full production assets and paintings, including characters, props, and environments. Deep understanding of perspective and form.

Key contributing concept artist for Farmville 2. Helped define visual look and style guide for Words on Tour. Designed and systemized UI iconography for Unannounced Title.

Close collaboration with multiple disciplines including 3D modelers, animators, designers, UI artists, and art director to maintain consistent high quality production under tight deadlines and quick turnarounds.

Tencent, Palo Alto, Ca — *Concept Artist*

2011 - 2012

Created production concepts and polished game assets including buildings, props and graphic logos.

Improved all game characters with accurate anatomical form and modern designs, including 3 poses per character, resulted in 45 polished assets ready for animation and game implementation.

Disney Publishing, Los Angeles, Ca — *Painter*

2011 - 2011

Independent contractor for Winnie the Pooh “A Bounceful Friendship.”

Quickly adapted to signature watercolor style. Collaborated remotely with art director and lead while keeping consistent high quality and deliverables on time.

EDUCATION

Art Center College of Design,
Pasadena, CA.

BFA Illustration
Entertainment Arts.