

JEFFREY LEE

Animation Art Director

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EXPERIENCE

Senior 3D Animator / Character Artist

TikTok Inc, Los Angeles, CA

April 2022 - Present

- Create dynamic animations for characters, creatures, and props, ensuring high-quality delivery.
- Produce diverse 3D content for mobile AR, covering modeling, texturing, and rigging.
- Foster seamless collaboration, enhancing quality, and ensuring precise design implementation.
- Execute timely updates and contribute to R&D for tool functionality and user experience enhancement.
- Proficiently implemented visual scripting using EffectHouse software for building AR effects.]
- Harnessed advanced AI tools like Midjourney and Stable Diffusion to create visually stunning artworks and employ generative AI for brainstorming and concept creation in various projects.

Animation Department Supervisor

The Mill, Los Angeles, CA

March 2020 - April 2022

- Orchestrated the development of top-tier animation for creatures, characters, and designs within commercial projects, ensuring a consistently high-quality output.
- Engaged with advertising agency clients and directors to understand animation requirements, offering innovative solutions and aligning deliverables with expectations.
- Spearheaded motion capture sessions, optimizing the efficiency and accuracy of animation processes.
- Facilitated productive meetings and daily sessions with animation artists, ensuring seamless progress tracking and alignment with project timelines.
- Delivered comprehensive artistic and technical guidance to animators and fellow artists, fostering an environment conducive to continuous improvement.
- Managed talent recruitment initiatives within the animation department, cultivating a team of high-caliber artists to consistently elevate project outcomes.

SOFTWARE

Autodesk Maya
Autodesk Motionbuilder
Adobe Illustrator
Adobe Photoshop
Adobe Animate
Adobe Premier
Advanced Skeleton
Final Cut Pro
C4D
Unreal
Unity
Autodesk 3DS Max

SKILLS

Keyed Animation
Visuals Scripting
Rigging
Basic Modeling
Texturing

Senior 3D Animator

The Mill, New York, NY

January 2016 - March 2020

- Spearheaded and provided artistic direction for animation in numerous high-profile commercial spots, notably contributing to award-winning Super Bowl ads and game trailers.
- Played a pivotal role in the reconstruction and enhancement of the company's animation pipeline, optimizing efficiency and elevating output quality.

Freelance 3D Animator

Various VFX Studios, New York / Los Angeles

October 2011 - January 2016

- Delivered freelance services to esteemed VFX studios including Method Studios, Framestore, Psyop LA, The Mill, MPC, The Studio, Logan TV, Hornet Inc, Curious Brain Inc, and Hatchback Studios.
- Specialized as a Character Animator for diverse commercials and TV spots, contributing dynamic animations.

Character Animator

2K Games, Novato, CA

June 2009 - March 2010

- Produced high-quality character animations for three triple-A video game titles: NBA 2K10, MLB 2K10, NBA 2K11.

Mocap Technical Director

ImageMovers Digital / Walt Disney Company, Novato, CA

April 2009 - June 2009

- Executed a wide array of responsibilities, from character animation to mocap clean-up and scene layout.

Motion Capture TD / Character Animator

PhaseSpace Inc., San Leandro, CA

June 2008 - March 2009

- Directed, organized, and operated motion capture shoots for various video games such as HANNAH MONTANA (PSP) and ALL STAR CHEER SQUAD 2 (Wii).

EDUCATION

Academy of Art University, San Francisco, CA — *BFA in Animation and VFX*

2003 - 2007

AWARDS

Bronze Clio Award in Animation Mother Bird - Hallmark

USA Today Ad Meter Award Kia - Hero's Journey

AICP Award in Animation Mother Bird - Hallmark

Silver Clio Award in Film Technique Opportunity Roars - Monster.com

LANGUAGES

English

Korean