

Genevieve Tsai



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My current goal is to work within the **Character Design** area of **feature animation and television**. I have been designing characters for **over 10 years** for a myriad of clients where I **developed the look and feel for film and television pitches, video games from PC and console to mobile, animated shorts, book illustrations, comic books, plush toys, packaging, and apparel**. My passions have always been with **designing appealing characters full of life, personality and expression**.

PROFESSIONAL EXPERIENCE

CHARICREATURES.COM

January 2006 to Present

Owner & Art Director of upcoming Kickstarter book project. Providing artistic freelance services in film, games and television for over a decade, specializing in Character Design, Concept Art, Storyboarding, 2D Animation and Illustration.

WELOVEFINE & VALVE DOTA 2 WORKSHOP

March 2016 to Present

Directed and Animated the short, "**Timbersaw's T16 Rehearsals: Director's CUT**," in Flash CS6 which was **awarded** as one of the **Top Ten Finalists** in the **DOTA 2 International (T16) Film Contest**: https://youtu.be/e88x1f_ns58. **Designed merchandise** such as plush toys, apparel, and in-game couriers which debuted at the DOTA 2 Internationals T15 & T16.

BLIZZARD ENTERTAINMENT

September 2015 to February 2016

Card illustration for **Hearthstone** expansions ("**Whispers of the Old Gods**") and ("**One Night in Karazhan**").

INTEL

April 2015 to July 2016

Freelance Character Designer, Animator & Consultant. Art directed the overall look of the characters, creating a myriad of facial features, background animation, facial expressions, etc.

HAPPY TIKI, INC. - "RESCUE SIRENS" BY JESSICA STEELE-SANDERS & CHRIS SANDERS

February 2015 to May 2015

Illustrated eight pieces for the novel, **Rescue Sirens**, working with writers and creators **Jessica Steele-Sanders** and Oscar Award-Nominated Writer and Director **Chris Sanders (Lilo & Stitch, How to Train Your Dragon, Croods)**.

DISNEYTOON STUDIOS

December 2011 to January 2012

Freelance Character Designer designed main characters and story vignettes for an animated feature pitch, **Penjaga**.

REEL FX

February 2012 to February 2012

Freelance Character Designer on **Free Birds** (previously **Turkeys**) CG Animated Feature, released November 1, 2013.

BENTO BOX ENTERTAINMENT, LLC

July 2012 to August 2012

Worked with an acclaimed veteran **Screenwriter, Director, Producer & Animator Tad Stones**, as a **freelance Character Designer** for three main characters on a pitch for the **Beverly Hills Chihuahua** animated series.

SPIN MASTER, LTD.

March 2013 to April 2013

Freelance Character Designer for five major characters on a pitch for the **Kittenhood** animated series.

GOOGLE

March 2013 to March 2014

Freelance Visual Development Artist, designing and animating characters and environments for an unannounced game project.

HASBRO

December 2012 to December 2012

Freelance Character Designer for five major characters on a pitch for the **Stretch Armstrong** animated series.

RIOT GAMES

March 2013 to September 2013

Freelance Character Illustrator depicting five promotional vignettes involving storytelling interactions between characters from the **League of Legends** game.

ZYNGA GAMES

July 2011 to May 2015

Senior Artist creating concepts, character designs and storyboards for new IPs. Directed the look and feel for environments and characters; assisted with game design and game mechanics. Created in-game production art, avatars, icons, and UI assets.

GHOSTBOT STUDIOS

June 2011

Worked as an Independent Contractor on **layouts for various character action poses and facial expressions**, to be used in-game for 2D cinematics in the PS3 title, **Sly Cooper 4: Thieves in Time**.

SANZARU GAMES

February 2010 to April 2011

Senior Concept Artist creating characters, props, model sheet turnarounds, and environments for **Sly Cooper 4: Thieves in Time**.

ELECTRONIC ARTS / MAXIS

January 2007 to February 2010

MySims 3 Concept Artist, designing characters, prepping concepts for outsourcing, creating textures in Photoshop for facial expressions to be used in the 3D model. **Sims 3 UI Artist**. Designed animal characters for **Sims Animals**.

ACTIVISION GAMES

March 2005 to November 2006

Shrek 3 and **Shrek SuperSlam** character designer and concept artist, creating model sheet turnarounds, storyboards for gameplay and in-game cinematics, level design and layout for environments; UV Texturing for in-game props in Maya.

EDUCATION

MASTER OF FINE ARTS IN ANIMATION AND VISUAL EFFECTS - 2D ANIMATION

Academy of Art, San Francisco; September 2002 - December 2004

Master Studies Courses: Character Design, Storyboarding, Traditional Animation II & III, Layout for 2D Animation, MAYA for Traditional Animators, Clothed Figure Drawing

ACTION ADVENTURE CINEMATIC STORYBOARD WORKSHOP BY STEVE AHN - 2016

Instructed by **Steve Ahn** (**The Legend of Korra**, **Voltron: Legendary Defender**, **TMNT**, **Ben10**). Basic principles and fundamentals of cinematic storyboarding, demonstrating how to apply them into actual storyboard execution. From story beat breakdown, to composition, to laying out camera lenses to character acting, from basic technical skills to the creative

process, the class teaches important key knowledge of cinematic storyboarding. Also covers conversation in drama, 1-on-1 martial arts fights, chases, large-scale action montages and more.

CG MASTER ACADEMY (CGMA) - 2014

The Art of Color and Light

Instructed by **Ryan Lang (Walt Disney Animation)** and **Ty Carter (Blue Sky)** in the Spring 2014 term. Focus on exploring the properties of color and light under a variety of conditions, as well as mood and story narrative.

MOTIVARTI MENTORSHIP - 2013

Visual Development, Storytelling, Color & Character Design

Hand-picked to be mentored by **Scott Watanabe (Walt Disney Animation)** in a 10-week program. Focused on honing skills in Visual Development, Storytelling, Color & Character Design.

CERTIFICATE IN MULTIMEDIA AND WEB DATABASE APPLICATION DEVELOPMENT

University of California, Davis Extension; August 2001 - July 2002

BACHELOR OF ARTS IN ENGLISH

University of California, Davis; September 1998 - June 2001

RELEVANT SKILLS

- Proficient in Flash CS5/CS6, Photoshop CS5/CS6, Illustrator CS5/CS6.
- Experienced character designer for over 10 years; versatile in illustrating a wide range of styles and expressions with a background in 2D animation and storyboarding.
- Ambitious, self-motivated, amiable, and works enthusiastically in a team.

AWARDS

Awarded Top Ten Finalist for the animated short "**Timbersaw's T16 Rehearsals: Director's CUT**" in the **DOTA 2 International (T16) Film Contest**.

Awarded **Best of Show** in 2D Full Colored Animation in the May 2004 Academy of Art Spring Show.

Awarded **1st Place** in 2D Full Colored Animation in the May 2004 Academy of Art Spring Show.

Awarded **1st Place** in 2D Character Design in the December 2003 Academy of Art Character Design Contest.

Awarded **1st Place** in 2D Character Design in the May 2003 Academy of Art Spring Show.

Awarded **1st Place** in 2D Character Design in the February 2003 Academy of Art Animation Festival.

Finalist in the February 2003 Academy of Art Fall Animation Festival.

Merited Outstanding Senior Recognition from the University of California, Davis in 2001.

References Available Upon Request