

Genevieve Tsai



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I have been designing characters for **over 16 years** for a myriad of clients and media, including **television shows, animated feature films and shorts, animated series pitches, video games on various platforms, 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

WARNER BROS. ANIMATION

September 2017 to **Present**

Co-Creative Director for the visual style of the upcoming pre-school series, **“Tom and Jerry Time”** (Previously “Tom and Jerry Jr.”) Overseeing character designs, color, logo design, story synopsis; created the style guide and model packs for all characters, designed character layouts, noted models on retake animation.

Character Design Supervisor on **Steven Spielberg’s “Animaniacs”** reboot (Hulu 2020); **simultaneously spearheaded and managed the Character Layout team** throughout Seasons 1-3. In tandem with Animaniacs, currently working as **Co-Creative Director** on the upcoming **“Tom & Jerry Jr.”** series (TBD). Previously **Background Painter** on **“Green Eggs & Ham”** (Netflix 2020) **Netflix** series. Freelance **Character Designer** on **“DC Super Hero Girls”** (Netflix 2019). Also **designed the main cast of characters** for the upcoming reboot of **Steven Spielberg’s “Tiny Toons Looniversity”** which defines the new style (release date TBD).

NETFLIX

April 2018 to Jun 2020

Freelance Character Designer (June 2020) on Netflix’s **“The Cuphead Show”** and other unannounced upcoming projects (April 2018).

ILLUMINATION ENTERTAINMENT

February 2017 to April 2017

Freelance Character Designer for upcoming **“Secret Life of Pets Ride”** (Universal Studios, March 2020).

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**” (2013).

BENTO BOX ENTERTAINMENT, LLC

July 2012 to August 2012

Freelance Character Designer for 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.

GHOSTBOT STUDIOS

June 2011

Worked as a **Freelance Character Designer** 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

Character Concept Artist across multiple Sims franchises including **MySims 3**, **Sims 3**, and **Sims Animals**.

ACTIVISION GAMES

March 2005 to November 2006

Shrek 3 and **Shrek SuperSlam** Character Designer creating turns, storyboards for in-game cinematics, level design and layout for environments.

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
- Experienced and versatile in illustrating a wide range of styles and expressions with a background in 2D animation and storyboarding.
- Ambitious, self-driven, highly organized, amiable, and works enthusiastically in a team.

AWARDS

Awarded 2020 Variety's "Top 10 Animators to Watch":

<https://variety.com/lists/variety-10-animators-to-watch/>

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