

Brandon Lai

Novato, CA | [LinkedIn](#) | [Portfolio](#)

SUMMARY

I am a Lead / Senior Concept Artist with 15 years of experience delivering high-fidelity visual design across AAA, mobile, and AR gaming, including the last 3 years embedded in a cutting-edge AI production environment. Proven track record of developing, refining, and accelerating advanced, next-gen pipelines that bridge the gap between creative vision and production. A collaborative leader skilled at unblocking multidisciplinary teams, managing complex outsourcing operations, and maintaining cohesive art direction across expansive sci-fi and fantasy genres while fostering a studio culture of mutual mentorship.

SKILLS & SPECIALTIES

- Primary: Environment/character/prop/signage graphic Concept Artist and Illustration
- Secondary: 3D Modeling/After Effects

PROFESSIONAL EXPERIENCE

Azra Games

April 2024 - July 2026

Senior Concept Artist

Ungodly (Mobile App)

- Environment, character, prop concept design for asset production
- Pushing new capabilities in AI workflow and fidelity standards
- Assisting in new art pipeline standards
- Marketing assets
- Unity engine

TikTok

December 2021 – March 2024

Senior Concept Artist

- Conceptual AR effects pitching and art asset production.
- Pushing new capabilities with internal engine and setting a high standard for fidelity
- Created visual demos for Effect House templates.
- Big effort in AI Research and effectiveness in the workplace. How to be ethical and how to increase my own production pipelines.
- Daily cross team communication between design, engineering, and R&D

Hangar 13

January 2015 - December 2021

Lead Concept Artist (7/2017 – 12/2021)

Canceled IP

- Supervised and help set priorities for my concept team across global studios including Czech Republic and the UK
- Worked closely with Art Director in effort to ensure the art direction is harmonious to the game design.
- Worked with narrative group and made certain the art supports the world story.
- Supervised all external concept outsourcing and feedback, working with several partners.
- Established style guides in accordance with the art direction for internal and external use.
- Created environment, character, and prop art for internal / external teams as well as an internal incubator project.
- Created UI elements, load screens, in game brand art/signage and in-game textures.
- Created tasks in Shotgun/Shotgrid and worked with production to sort priorities from sprint to sprint.
- Drove the creation of mood boards, reference, and tone guides for multiple departments.

Assistant Producer (1/2016 – 7/2017)

Mafia 3/DLC I, II, III (PS4, XboxOne, PC)

- Main production support for concept team, as well as weapons and vehicle steam
- Task and priority management of concept artists
- Assistance in Concept/2D art assets. This included environment, character, prop, brands, and signage art.
- Point of contact for all Art Legal compliance

Outsourcing Artist (1/2015 – 1/2016)

Mafia 3 (PS4, XboxOne, PC)

- Managed 2D/3D outsource packaging/reviewing across global studios and external vendors.
- Art and Production support for various art disciplines
- Assistance in Concept/2D art assets
- Point of contact for all Art Legal compliance

2020Venture

April 2014 - January 2015

Senior Concept Artist

Chasing Dead (PS4, Wii U)

- Character and environment concept development, level design, storyboards for trailers and animation cut scenes, box cover design for PS4 and Wii U, overall topography and graphic design, all marketing material that is needed.

RunWilder

November 2012 - February 2013

Senior Game Artist

Burt Destruction (Mobile App)

- Assigned to create various 3D/2D assets for this platform-based game, including UI work within Unity 3D.
- Assets started in Photoshop then moved to Maya for meshes. It was imperative to maintain a certain art style.
- Responsible for assembling and managing contract work from external sources.

Bigpoint GmbH

October 2010 - November 2012

3D/2D Associate Artist

Battlestar Galactica Online (Web)

- 3D/Concept Artist
- Was responsible for redesigning both colonial and cylon faction ships. Specific orthographics were made for modelers. Concept art was also needed for new factions and battlegrounds.

Universal Monsters Online (Web)

- UI Icon Artist
- Was tasked to paint over 60 ability icons, as well as account avatars.

Dark Orbit U.S. (Web), **Uridium Wars** (Facebook)

- 3D/Concept Artist
- Designer for all 3D and 2D environmental assets. I created environmental, character conceptual art, and animation for all three factions while implementing brief particle postproduction.
- Worked with the producer to create the final storyline for the game.
- Worked with marketing team in creating multiple web banners and Facebook ads.

The Mummy Online (Web)

- UI Icon Artist/Concept Artist
- Designed UI art for character abilities and consumable potions. I have done concept art as well for the Open Beta press release.

EDUCATION

Expression College for Digital Arts

2007

- Bachelor's Degree, Animation Visual Effects

California College of the Arts

2005

- Illustration