

Otto Lai

Educator/Animator/Entrepreneur

Deeply passionate about teaching and designing collaborative experiences. Motivated by the intersection of art and technology.

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EXPERIENCE

Founder/Sales & Marketing Director/Designer/Instructor

FX Dojo, San Diego

Jul 2012-present

- Established an Animation School in Point Loma, San Diego
- Designed and executed customer acquisition and marketing strategy using social media and setting up vendor booths during local events
- Directed or designed all marketing material including video editing, motion graphics, flyers, and Ecommerce copywriting
- Designed 2D and 3D curriculum for youth and professionals
- Hosted paint jams, Inktober parties, community art shows, 1st Fridays
- Conducted weekly 3D animation teacher training sessions
- Managed a team of six to teach 200+ "at-risk" youth once a week
- Managed at least two interns per year from local high schools
- Switched to 100% online training via Discord during pandemic

Head Compositing Trainer/Visual Effects Lead

Legend 3D, San Diego

Jan 2010-Dec 2012

- *Alice in Wonderland*, *Shrek 1,2,3*
- Stereoscopic 3D compositing using After Effects and Nuke
- Designed and executed a 4 hour test and 2 week training program
- Recruited 400+ artists over 2 years; improved hiring rate from 60% to 100% within 1 month, sustained until end of contract

Production Artist and Composer

Working Library, New York

Mar 2006-Dec 2008

- 3D modeled game assets for Playstation Home and composited video

Composer *Command and Conquer 3*

Reality Check Studios, Hollywood

Dec 2006-Feb 2007

- Motion tracked and composited videogame cut scenes

Co-Founder/Producer

Cut&Paste Design Competition, New York

Aug 2005-May 2006

- Designed rules and judging criteria for live graphic design battle
- Interviewed, casted, and prepped contestants
- Designed and animated visuals for live event
- Negotiated and secured sponsorships: Adobe, Wacom, Puma, and Psyop

Character Animator *Little Bill*, *UmiZoomi*

Nickelodeon, New York

Mar 1999-Mar 2006

- Animated scenes ranging from easy to difficult using After Effects

Clay Modeler *Celebrity Death Match*

MTV Networks, New York

Jun 1997-Aug 1997

- Built armatures and models for principal characters and audience

Storyboard Artist

The Firm Creative, New York

Feb 1997-Jun 2003

- Worked closely with directors to visualize ideas. Notable clients: Macy's, VH1, Sci-Fi Channel, NFL Corporate, Comedy Central

SKILLS

3D/VFX

Maya, Blender, Nuke, Boujou

Adobe

After Effects, Premiere, Photoshop, Illustrator, InDesign

EDUCATION

MS Digital Imaging & Design

Center for Advanced Digital Applications, NYU, 2005

BFA Film & Television

Tisch, NYU, 1998

TEACHING

Laney College/Dual Enrollment

Jan 2024-present

- Currently at Oakland Tech and MPA

San Diego State University

Lecturer/Multimedia Dept

Jan 2011-Dec 2021

- Taught Graphic Design, Motion Design, and Kinetic Type using Adobe Suite

Coronado High School

Animation Teacher

Mar 2019-Dec 2021

Fleet Science Center

3D Printing Instructor

Jun 2015-Jun 2019

MiraCosta Community College

Associate Faculty/Media Arts & Tech Dept

Sep 2015-Jan 2018

- Maya, After Effects, Premiere

Art Institute San Diego

Instructor

Sep 2010-Dec 2017

- Dynamics, Motionbuilder, Nuke
Maya Materials & Lighting, Rigging,

Platt College San Diego

Instructor

Apr 2006-Dec 2012

- Maya, Motionbuilder, After Effects