

SUMMARY

Built TikTok Avatar from 0 to 1 and shipped AIGE, an industry-first AI content creation tool inside Effect House. Templates my team designed generated 42,000+ effects; three of them drove 3.7M+ videos and 89M+ views. 18 years in games and consumer tech; built a 9-person team from zero and later led 15 at TikTok with no voluntary attrition. I prototype fast so Product and Engineering decide on something they can see, not a slide.

EXPERIENCE

Effect Design Lead (Acting Department Manager) Jun 2024 – Jun 2026
TikTok, Los Angeles, CA

- Shipped AIGE, an industry-first AI asset and content creation tool, as a new Effect House feature (Q3 2025): 15,000+ assets and effects created in the first two months. Designed the prompt-engineering layer that matches generations to thousands of assets in the Effect House library.
- Designed separate template strategies for novice and expert creators; templates generated 42,000+ effects, including Billie Tear (1.5M videos, 50M views), Angel vs Devil (1.2M videos, 22M views), and Make It Dance (1M videos, 17M views).
- Led a 15-person design team through post-restructuring transition as Acting Department Manager; realigned roles to product priorities and removed execution bottlenecks. Zero voluntary attrition; 2 designers promoted into management.
- Set the design strategy for the asset and template library, moving the team from one-off effect production to a creator ecosystem of assets, templates, education, and new capabilities.
- Extended the product mascot into a unified 2D/3D template language, cutting visual fragmentation across the library.

3D Lead / 3D Art Director Nov 2019 – Jun 2024
TikTok, Los Angeles, CA

- Built TikTok Avatar from 0 to 1: led 3D design direction and created the avatar system and production pipeline from scratch.
- Built the San Jose design team from scratch: hired 7 3D designers and 2 technical artists; no voluntary attrition over the team's lifetime.
- Co-developed an alpha-texture system with Engineering that cut rendering resource consumption by 50%+ while increasing customization variety.
- Fixed 3D import, shader, lighting, and version-control blockers by bringing game-production methods into a consumer app pipeline, working directly with Tools and Engineering.
- Designed proof-of-concepts across AR, AI, rendering, 3D, and interactive capabilities; rapid visual prototypes gave Product and Engineering tangible options for ambiguous technical decisions.
- Turned unreleased capabilities into visual demos backed by competitor and user-behavior research, so leadership could commit engineering effort to product bets earlier.

Lead Artist → Art Manager 2013 – 2019
GSN Games, Palo Alto, CA

- Managed a 4-person art team plus external vendors; owned visual direction, art production, schedules, and resource planning for Brunch Crunch, Tiki Solitaire TriPeaks, Grand Casino, and Deal or No Deal.
- Produced 2D/3D characters, environments, and assets for live mobile games.
- Improved Unity-based 3D production workflows with Engineering, shortening asset-to-build turnaround.

Artist → Senior Artist 2008 – 2013
SilverTree Media, Pittsburgh, PA

- Created characters, environments, textures, animation, and interactive assets for Cordy, Cordy 2, Cordy Sky, Sleepy Jack, Tron, and Pixie Hollow (mobile and web).
- Helped establish Maya-to-Unity production workflows with Engineering; built reusable approaches for modeling, rigging, animation, and implementation.

SKILLS

Leadership & Strategy
Creative Direction, Design Strategy, Team Leadership (15 reports), Hiring, People Management, Cross-functional Collaboration, Vendor Management

Product & Innovation
0-to-1 Development, Product Thinking, User Experience, Rapid Prototyping, Design Systems, Creator Tools

Creative Technology
3D, AR, Avatars, Interactive Design, Generative Design, Real-time Rendering, Shaders, Unity

Generative AI
Seedream, Seedance, ComfyUI pipelines, AIGC workflows, AI-assisted asset production

Tools
Effect House, Unity, Maya, ZBrush, Substance Painter, Photoshop, Illustrator, After Effects, Figma

Languages
English, Mandarin Chinese, Taiwanese, Basic Japanese

EDUCATION

Savannah College of Art and Design
M.F.A., Animation

Taipei National University of the Arts
B.F.A., Theatre Design & Technology