

# Lita Shih

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## PROFESSIONAL EXPERIENCE

### Flickplay, Inc

Santa Monica, CA (Remote)

3D Artist

June 2021- Present

- Collaborated with **PAC-MAN** and led Creative Direction and Production:
  - Served as the Creative Director and Concept Lead, overseeing the entire collection's production.
  - Contributed to 3D asset creation and successfully delivered all **eleven characters** and managed the outsourcing team to complete the full production pipeline in **one month**.
- Partnered with **MGA Entertainment** to release multiple collections:
  - Provided creative direction and managed outsourcing for **six collections**.
  - Developed an advanced pipeline using **AI-assisted Python scripting** to **auto-generate 1,024 variations** of 3D assets for the *Scorchin'* collection, **saving an estimated 160 hours of manual asset assembly time**.
  - **Contributed to the 3D creation process**, including creating character outfits and animations.
- Developed Disney IP AR experiences, managing QA and **resolving all AR conversion issues**.
- Collaborated with **Pinkfong Baby Shark**, transformed 2D Pinkfong assets to 3D AR, **remediating failed outsourced assets** to guarantee successful project delivery on a tight schedule.
- Partnered with **Betakkuma Collection Production (700 Variants)**:
  - Led the end-to-end process from **conceptualization** and pitching through to final delivery, completing the full production within **1.5 months**.
  - Personally **created 700 variants**, developing a detailed properties pipeline and using **AI-assisted Python scripts** for full collection auto-generation.
  - Successfully adapted the 2D art style to 3D, accommodating strict AR engine limitations, and integrated AI motion capture data for animations.
- **Developed Barely A Bear Original**: Conceptualized and delivered the Barely A Bear collection. Leveraged **automation** to successfully generate and deploy **216 unique variants**.
- Collaborated cross-functionally (Product, 3D, Engineering, Marketing) to develop and maintain **2,222 3D AR assets and activations** for the FlickyGang NFT launch.
- Technical QA and troubleshooting for AR experiences. **Configured AR projects using MongoDB**.

### Reworld Inc

Bellevue, Washington (Remote)

Game Designer Intern

May 2021- May 2021

- **Collaborated with a multi-disciplinary team** (Programmer, 3D Artist, Designer) to rapidly develop and publish a medieval environmental scene using **Reworld Engine**.
- Contributed to **low-poly prop creation and texturing**, and won **3rd place** in the internal game jam.

### PChome Online, Inc

Taipei City, Taiwan

Post Production Editor

November 2017- July 2018

- Responsible for editing videos from start to finish, motion graphics, visual effects, and sound effects
- Supported film shooting, scene set-up, lighting, props, posing of subjects, and communication with clients.

## EDUCATION AND SKILLS

### I. Technical & Pipeline Skills

- **Pipeline & Automation**: AI-Supported Scripting for high-volume Asset Automation, Engine Workflow
- 3D Toolset - Maya, Blender, Substance Painter, Reality Converter, Houdini, ZBrush, Xcode
- Technical Art - Asset Optimization (Topology, Texture Baking), Game Rig creation, QA, and troubleshooting
- Project Management - JIRA, MongoDB Compass, Notion, Google Workspace
- Generalist Knowledge - 3D Modeling, PBR Texturing, Lighting, Animation, Rendering, Video Editing, Graphic Design, Motion Graphics, Sound Effects, Adobe Creative Suite

### II. Education

Savannah College of Art and Design - Master of Arts in Visual Effects

September 2019- March 2021

Scholarships: SCAD Achievement Grad Scholarship, Academic Honors Graduate Scholarship

EC Design School - Digital Graphic Design Course

July 2018- July 2019

Shih Hsin University - Department of Radio, TV, and Film Bachelor of Fine Arts (BFA)

September 2010- June 2014