

Gen Li

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Profile

VFX & Tech Artist with 10 years of experience, excelling in the creation of high-quality visual effects and procedural assets for cutting-edge simulations. Proficient in leveraging advanced tools such as Side FX Houdini and Autodesk Maya to streamline workflows and enhance visual quality across diverse projects. A collaborative team player, dedicated to mentoring emerging talent and optimizing VFX pipelines to achieve superior results. Committed to pushing creative boundaries while ensuring project efficiency and effectiveness in fast-paced environments.

Professional Experience

Technical Artist, Amazon, Newark, NJ

Jan 2025 - Jan 2026

- Collaborated with research scientist teams to create high-quality procedural assets for **Omniverse robotics simulations & synthetic data generation**.
- Implemented **USD workflows** for asset integration and management across various DCC platforms.
- Generated reusable tools for **Nvidia Isaac Sim** pipeline.
- Conducted performance assessments and provided solutions to improve simulation efficiency.

Composer, Crazy Maple Studios, Jersey City, NJ

Oct 2024 - Dec 2024

- Developed vertical-format effects optimized for mobile platforms (9:16 aspect ratio).
- Designed reusable effect templates ensuring style consistency.
- Established VFX guidelines and provided support for on-site VFX producers.
- Collaborated with cross-functional teams to enhance visual quality and performance.
- Conducted training sessions for junior artists on best practices in VFX production.

FX Artist, Fuse FX, New York City, NY

Jul 2022 - Mar 2024

- Delivered complex and key effects contents within deadline using procedural tools and techniques
- Troubleshooted effects pipeline issues within the FX department
- Developed procedural tools and in-house templates to facilitate efficient and automated workflow
- Projects: **Griselda (Netflix)**, **The Changeling (Apple TV+)**, **The Diplomat (Netflix)**, **Mr. & Mrs. Smith (Prime Video)**, **American Horror Story: Delicate (Hulu)**, **La Brea Season 2 (NBC)**, **Wu-Tang: An American Saga Season 3 (Hulu)**

Lighting Artist, Turn 10 Studios, Redmond, WA

Jun 2021 - Aug 2021

- Generated game assets and texture maps using multiple DCC applications
- Worked within the lighting team optimizing in-game resources performance
- Tested beta game regularly to identify possible game issues and visual inconsistencies, and implement feedback with a positive attitude and problem-solving mind
- **Project: Forza Motorsport 2023**

Senior FX Artist, Suzhou TraceVision Media Co., Ltd., Suzhou, China

Feb 2017 - Aug 2019

- Generated realistic simulations using multiple software, and created well organized effects library contents
- Solved technical challenges related to visual effects using math skills and provided support in physics CGI simulations and rendering. Guided and mentored emerging artists, assisting them in honing their talents and achieving project objectives.
- Projects: **Head Above Water (SMG Pictures)**, **Blade Warrior 3 (China Central Television)**

Junior Generalist, Simage Visual Effects Co., Ltd., Beijing, China

Dec 2015 - Jan 2017

- Collaborated with senior artists to set up and run simulations in various projects
- Assisted in organizing and managing CGI assets, and helped with scene tracking and rendering
- Created simple environment layout templates for lighting usage
- Projects: **Novoland - The Castle in the Sky (Tencent Pictures)**, **Battle of Xiangjiang River (China Film Co., Ltd.)**, **Night Peacock (SMG Pictures)**

Education

Master of Fine Arts. Savannah College of Art and Design, Savannah, GA

Sep 2019 - Jun 2022

Technical Skills

3D: Side FX Houdini, Autodesk Maya, The Foundry Nuke, Houdini Solaris, Substance Painter, Maxon Redshift, Unreal Engine, Nvidia Isaac Sim, Omniverse

Coding: Vex, Hscript, Python

Video Editing: Adobe After Effects, Adobe Premiere Pro