

CASE PROFILE : TAN LAMMY | ART MERCENARY FOR HIRE

The creative problem solver who makes the most out of her given task, and solves it with ruthless efficiency. Initiative, proactive and reliable, she is (in)famously known to hit the job hard and play it smart, and works best when she's allowed to go solo, though she works just as equally well in a team-oriented environment, often providing the support behind the scenes. When given the right people to work with, she will shine and lead the team to the promised victory.

OBJECTIVE

To create, destroy, direct, edit, whatever it takes to bring ideas to life
To offer the world my creative input via my works and leave behind something great
To answer my calling

SKILLS

Conceptualization and Idea Generation | Storyboarding | Digital Illustration
Critical creative thinker | Team management

SOFTWARES

Photoshop | Illustrator | Storyboard Pro 4.1 | Microsoft Office

EDUCATION

The One Academy 2009-2011 – Diploma in Illustration
University of Hertfordshire 2008-2009 – BA Hons Interior and Spatial Design (1st Class Honours)
The One Academy 2005-2007 – Diploma in Interior Design
Sekolah Sri Cempaka 2000-2004 – 11A's in SPM

COURSES

REAL PROGRAMME FOR LECTURERS

JULY 2016 | PROGRAMME LEADER

My part in the programme is to construct the module 'Introduction to Realistic Background Production'. After review, I used it to teach the participants in a 3-day workshop regarding the basics pipeline of background production in animation.

WATCHTOWER

JULY 2016 | PARTICIPANT

A year-long leadership training program by Inspidea and coached by NLP coach Stephanie Lai, I picked up soft-skills and skills pertaining leadership and communication during the 12-month course.

MAJOR PROJECTS 2007-2018

SASI FOR INSPIDEA

OCT 2017 - JUNE 2018 | PROJECT CREATOR

[SASI] stands for Spirit Animal Shirts by Inspideans, and it originated from my September pitch at *Moonshine* (Inspidea's internal pitching program). Our team of 5 dedicated artists worked together to create 6 unique T-shirt designs, and we succeed to raise Rm2000. All proceeds from the sales went to PAWS, where group delivered the much needed goods on 3 June 2018.

OSIANA WORLD FOR INSPIDEA

JUNE 2016 - JULY 2017 | PROJECT DIRECTOR

As one of the project directors and editors, I oversee and manage the project together with a group of dedicated contributors. My major roles include art direction, video production, marketing, strategy as well as a 15-page comic prologue that was a collaboration with Amir Abu Bakar. The outcome is a 100-page hardcover comic book anthology officially launch in Comic Fiesta 2016.

I also directed the first book trailer for the project (and for Inspidea) with Michele Chua, involved in the establishment of Inspidea's e-store and the first procurement of a legit ISBN for the comic book anthology. My other roles include aiding in the marketing effort, booth design and overseeing the aspects of merchandising for this IP.

PSA PROJECT FOR ENDEAVOR MALAYSIA

DEC 2016 - FEB 2017 | ART DIRECTOR

With my Development team of 6 artists, we liaised with the animation director and producer to ensure the art direction of the project translates well through the designs. My major contribution is in creating the 3.5 min storyboard, setting the art direction and overseeing the pre-production work (character designs, background designs, prop designs).

LITTLE GIANT: MEMENTO FOR INSPIDEA

MAC 2014 - JAN 2015 | CORE CONTRIBUTOR

My major contribution is the collaborative work with artist Amir Abu Bakar where we created a 10-pages full-colour comic titled "VR: Red Jackal". Completed by November 2014, I am the creator and colourist whereas Amir Abu Bakar is credited as the inker and character designer for the comic.

GRADUATION CAMPAIGN FOR IL051-1 AT THE ONE ACADEMY

SEPT - DEC 2011 | VICE PRESIDENT

EXHIBITION DESIGN FOR UH ISD AT TRUMAN'S BREWERY, UK

JULY 2009 | LEAD DESIGNER

EXHIBITION DESIGN FOR ID051-1 AT THE ONE GALLERY

2007 | TEAM LEADER

WORK EXPERIENCE

INSPIDEA SDN. BHD.

2012 TO 2018 | BACKGROUND SUPERVISOR

Over the course of 6 years, I managed and led several teams of talented artists to complete background production (Layout and Colour) of several esteemed animation series from France, US, and Australia, as follows:

- 2018 *Gigantosaurus* (France)
Monster Beach (Australia)
- 2016 *Hanazuki: Full of Treasures* (US) Season 1
- 2015 - 2016 *DC Super Heroes Girls* (US) Season 2 and 3
- 2013 - 2016 *Lolirock* (France) Season 1 and 2
- 2012 *Kobushi* (France)

I was also involved in other non-animation projects as follows:

- 2018 Untitled pachinko project (Japan) - Assets Supervisor
Revamp of Inspidea's *official website* - Web Designer
- 2017 - 2018 *SASI* - Project Creator
Inspidea welcome package - Graphic Designer (assist)
- 2017 *PSA Project for Endeavor Malaysia* - Art Director
Moonshine - Programme Creator for Inspidea's internal pitching system
- 2016 *Osiana World* - Project Director
- 2014 *Little Giant: Memento* - Comic Creator, Colourist
- 2013 *Millie the Mousedeer* (children's book) - Layout Artist
Little Giant: Crescent - Editor, Comic Colourist

BENZE (M) SDN. BHD.

2005 TO 2011 | ADVERTISING OFFICER

To manage and design advertising works for the furniture company that sees publication in major design magazines and daily newspapers. Works have seen print in HomePride, Home & Décor, Kitchen & Bathroom, Malaysian Tatler, Astelier, and The Address, to name a few. Garnered the [Merit Award] for the HomePride Ad Awards 2010 with 2 winning entries for the kitchen brand NOLTE.

BENZE (M) SDN. BHD.

2008 | DESIGN CONSULTANT

Involved in preliminary kitchen designs and CAD drawings.

Main role is to deal with challenging clients and their unique requirements, and pitch the design ideas to them. Provide assistance in the form of language aid i.e. communicating in English with foreign clients from Germany and Japan.

AWARDS & RECOGNITION

HomePride Ad Awards 2010 (Merit)

UH Architecture Award 2009 (for Project Symphonium)

International Chancellor's Scholarship 2008 from University of Hertfordshire, UK

TOA Dean's List Scholar Award 2007 (Interior Design)

TOA Top Student Achievement Award 2005 – 1st Year

LANGUAGES

Native – English

Fluent – Malay, Hokkien

Basic – Cantonese

HOBBIES AND INTERESTS

Casual *gamer* that usually watches other people stream or play

Avid *film-goer* who appreciate films with deep stories and great cinematography

Heavy *reader* of books from written fiction to graphic novels

Loves to *travel* the world and bask in the local food and culture

Amateur *shutterbug* who dabbles in figurine photography

Grade 5 Electone player with more than 15 years of experience in *playing music*