

P. Jasmine Katatikarn

Creative Leader

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PROFILE

Creative leader, educator, computer graphics lead, 3D lighting artist, creativity coach, and scrum master with proven success motivating and communicating with diverse teams to support professional and artistic development. Hands-on success-building programs and organizations from the ground up with a long-term vision in mind. An experienced educator and mentor with a passion for providing concrete steps to support individualized paths to personal development and career growth.

CORE EXPERTISE

Creative Problem-Solving – Cross-Functional Leadership – Team Development and Training – Process Improvement
Content Development – Brand and Logo Design - Digital Marketing – Entrepreneurship – Organizational Development
Lighting Design & Look Development – Maya – Houdini – Nuke – Substance Painter - Adobe Creative Suite – Final Cut

PROFESSIONAL EXPERIENCE

CG Lead | Framestore | New York | April 2021 – Present

Leading technical aspects of VFX 3D commercial projects, shot development, and lighting for CG shots and sequences.

- ★ Leading a team of CG artists during the shot production phase. Troubleshooting projects, working with producers and supervisors to deliver projects on time with high quality.
- ★ Managing and mentoring CG artists through feedback and guidance throughout the process.

CO-FOUNDER | Academy of Animated Art | Virtual | 2014 – Present

Designed, developed, and built a virtual training program, from the ground up, educating hundreds of students in the disciplines of feature animation and visual effects.

- ★ Researched, built and executed studio's marketing plan from scratch, encompassing webinar creation, copy writing and online sales – secured six figures in annual profit while expanding program's audience.
- ★ Developed, created and taught course material designed for industry beginners, educating hundreds of international students across levels of proficiency to support entry into the computer animation industry.

SENIOR LIGHTING TECHNICAL DIRECTOR | Blue Sky Studios | Greenwich, CT | 2010 – 2021

Collaborated with lighting team and artistic leadership to optimize lighting and compositing for sequences and shots, driving efficiency and high quality from research to implementation. In addition to lighting, Jasmine was a key contributor to developing the training curriculum and implementation as well as being a certified Scrum Master. Key films included Spies in Disguise, Ferdinand, Ice Age: Collision Course, Peanuts, Rio 2, and Epic.

- ★ Built and developed department-wide training program from the ground up, leading a small team to build curriculum, select instructors, manage course development and coordinate across all artists and staff – designed and distributed over 70 courses benefiting over 50 lighting artists, supporting organization-wide transition and renewing motivation.
- ★ Led daily scrums as scrum master, focusing on ensuring that projects were done efficiently and helping to problem solve any obstacles that arise. Worked hands-on to drive team engagement and performance. Adapted quickly to changing priorities to maintain team's workflow during periods of ambiguity.

THESIS ADVISOR for MFA Computer Art Program | School of Visual Arts | New York, NY | 2007

Mentorship and advisement for student's graduate school thesis, specializing in look development, 3D lighting, and storytelling. Students have moved on to opportunities and positions in well known Feature Animation Studios.

LIGHTING TECHNICAL DIRECTOR | Freelance | New York, NY | 2009 – 2010

Identified and implemented tools and reference materials to create innovative design solutions for photo-realistic and stylized projects. Facilitated communication between small teams and production management to ensure creative alignment and on-time delivery. Key clients included The Mill, Framestore, and Blue Sky Studios.

ADJUNCT PROFESSOR | New York University | New York, NY | 2009

Provided students introductory instruction on photorealistic lighting and rendering techniques – created curriculum and provided individualized feedback to support each student's developing reel.

ADDITIONAL EXPERIENCE

LEAD LIGHTING TECHNICAL DIRECTOR | Rhino FX | New York, NY | 2005 – 2009

ADJUNCT PROFESSOR | Parsons School of Design | New York, NY | 2007

EDUCATION

Master of Science, Digital Imaging and Design – New York University

Bachelor of Arts, Economics & Art History – Vassar College

Traditional Animation, Studio Lighting, Cinematography – School of Visual Arts

CERTIFICATIONS

Certified Scrum Master – 2019

PUBLICATIONS

Lighting for Animation: The Art of Visual Storytelling – Co-Author | 2016