

Benjamin Tay

Senior 3D Artist and Lead Animator. Almost 2 full decades of expertise in the industry.

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Summary

As a senior animator with more than a decade of experience, I specialize in 3D modeling, animation, and more. My journey includes contributing to TV series projects like the Malaysian production “Saladin” and international ventures such as “Paddlepop,” “Singa,” and “ChopChops” by Egg Story Studios (Singapore). I’ve also been involved in the production of various remastering projects in Lemon Sky studios. Most recently, I’ve led the creation of webisodes for “Direct & Dominate”, leading a talented team to produce engaging content.

Areas of Expertise in LS (Leading Skills)

- **Project Management:** Balanced artistic vision with practical constraints, delivering successful outcomes.
- **Team Management for Artists:** As a team leader, I effectively managed a group of artists, fostering collaboration, creativity, and productivity. Encouraged open communication, resolving conflicts, and maintaining a positive work environment.
- **Social Media Representation:** Fostered community engagement, resolved conflicts, and maintained a positive online environment. Collaborated with other franchise owners and members to ensure alignment with brand values and guidelines in collaboration projects.

Areas of Expertise in TTT (Tools of The Trade)

- **3D Modeling:** Proficient in creating detailed 3D models using industry-standard software such as Maya. This skill involves sculpting, texturing, and optimizing models for animation or visualization purposes.
- **3D Animation:** With **+10 years of experience**, I am adept at bringing characters and objects to life through dynamic animations. I excel in rigging, keyframing, and creating realistic movement sequences within Maya.
- **2D Animation (Flash):** With **+15 years of experience**, I’ve mastered 2D animation using Flash (formerly Macromedia Flash). This includes character animation, motion graphics, and visual storytelling.
- **Storyboarding:** Proficient in creating clear and compelling storyboards. I focus on staging, camera angles, and maintaining continuity to guide the animation process effectively.

- **Story Reel Creation:** Skilled at assembling animated story reels to ensure proper timing and pacing for episodes. This step is crucial for refining the narrative flow before full production.
 - **Character and Vehicle Design:** I've conceptualized and designed characters and vehicles for projects like the Singaporean series "Food War." My creativity extends to both aesthetics and functionality.
 - **Video Editing:** Proficient in video editing, particularly for cinematic trailers and promotional content. I've produced engaging YouTube videos using recorded footage from the PS4, emphasizing cinematography and music synchronization.
 - **Writing (Gags and Plot Flow):** I've contributed to the Singaporean project "Food War" by writing episodes, focusing on creating humorous gags and maintaining plot coherence.
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Interests

- **Game Design Exploration:** During off-hours, I've experimented with game design using Unreal Engine and Unity. This exploration enhances my understanding of interactive media.
 - **Amateur Game Design:** Passionate about game design, I've dabbled in creating experiences using various game engines and tools.
 - **Cinematography:** Beyond animation, I enjoy personal videography and cinematography, capturing moments from personal and social events.
 - **VR Sculpting:** I've explored sculpting using a VR headset, adding an extra dimension to my creative process. (Youtube playlist: <https://bit.ly/3kDosG4>)
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Professional Highlights

2008–2009: Rocket Fish Studios (Animation Studio)

- Character Animator Intern: Participated in a 2D animation Flash training program and contributed to the production of "Marvo the Wonder Chicken" animation shorts.

2009–2011: Young Jump Studios (Digital Animation Studio)

- Worked on the Malaysian animated TV series *Saladin* as Junior Animator
My role included general character animation for all characters of the series, cleaning up motion capture data for use in the production and setting up camera angles depending on the motion capture actor performance

2011–2018: Egg Story Studio, Singapore (NFT Creator/Animation/Film Studio)

- Contributed to international projects (*ChopChops, Paddle Pop, Singa, and Food War*) as intermediate Animator - character animation for main and extra characters, GC vehicle animation, hand keying animations in Maya for the production of various 3D animation projects from various local and global clients
- Served as Studio Lead for Egg Story Malaysia (2017–2018), my responsibilities included:
 - Day-to-Day Operations:
 - I orchestrated the studio's daily activities, ensuring smooth workflows and efficient project execution. This involved creating and managing production schedules, coordinating tasks, and troubleshooting any operational challenges that arise.
 - Recruitment and Team Management:
 - As a Studio Lead, I actively participated in recruitment processes. I co-interviewed any selected talented artists, animators, and other potential team members through remote meeting software with my superior in Singapore. My role extended to team building, performance evaluations, and fostering a collaborative work environment.
 - Financial Matters:
 - I assisted my superior in managing the studio's budget, allocating resources effectively. This included managing expenses related to software licenses, hardware upgrades, and personnel. I also explored revenue opportunities to sustain the studio financially.
 - Studio Maintenance:
 - Ensuring the studio's smooth functioning, I handled infrastructure upkeep and safety protocols. Prioritizing the well-being of team members was part as well.

2018-2019: Freelance Work with local and international Studios, including:

- MIRAYI - supported 3D animation production for a local studio
- P&G - created video presentation for use in a presentation
- ASTATICA - provided 2D animation support for a local studio
- MILKYTREE - provided 3D animation production support for an international studio
- Hotlink Hot Tickets commercial - character animation
- The Nosemilk projects - character animation

2019-2020: Lemon Sky Studios (Studio for Art Outsourcing, Game Development, 3D Animation):

- Intermediate Animator - supported the production of various animation loops for games including:
 - * Warcraft 3 Reforged - in-game cycle loop animations
 - * C&C Remastered - assisted in the production and conversion of legacy in-game sprites to be replaced and remastered with the use of HD models

* Unannounced Mobile Game - assisted in producing character introduction animations

2020-Present: Creation of personal Benjamin Tay Fan Productions (free and community projects)

Creation of the web series [Direct & Dominate Absolute Units](#) and [Notable Misadventures in Space](#).

- **Description:**
 - Conceptualized, produced, and managed the entire lifecycle of the “Direct & Dominate” and “Notable Misadventures in Space” web series, a dynamic blend of animation, storytelling, and entertainment.
 - Assembled and led a talented team, including voice actors, 3D animators, storyboard artists, and production staff.
 - Ensured seamless communication, effective marketing, and team cohesion.
 - Oversaw creative direction, quality control, and timely delivery of episodes.
 - Leveraged industry insights and personal passion for immersive media to create engaging content that resonated with the audience.
 - Created assets such as various humanoid characters and vehicles to support the production of the web series
- **Achievements:**
 - Successfully launched multiple webisodes, garnering a dedicated fan base and positive reviews.
 - Navigated challenges, such as tight deadlines and resource constraints, while maintaining artistic integrity.
 - Cultivated a collaborative and motivated team environment, fostering creativity and innovation.

August 2024-Present: Creation of Direct & Develop Creative Studios with seat in Malaysia
(Business Reg. No. 202403207033 / IP0599449-W)

Currently the studio is working on 2 undisclosed video game development projects in Unreal Engine apart from providing all above mentioned services.

2024-Present: Collaboration with Olmteka Studio (Olmteka S.A.S. de C.V.)

Under Direct & Develop Creative Studios provision of a complete services package.

Education

2009 Bachelor of Multimedia (Hons), Multimedia University (MMU), Malaysia, Cyberjaya

During my studies at MMU, I gained expertise in animation techniques, character design, storyboarding, and film production. Proficient in industry-standard software, I honed my skills in both 2D and 3D animation. My coursework emphasized narrative structure and visual storytelling.

Awards and References

- **Endless Engine 3D Challenge 2023** - [top_100](#) (5:32 in the linked video) from 4200 contesting artists
- **Reel 2021**: [Watch here](#)
- **Recommendation Letter from Egg Story Studios**: [Examine here](#)
- **Direct & Dominate YouTube Channel**: [Visit here](#)
- **Direct & Dominate Trailer**: [Watch here](#)
- **Direct & Dominate Experiments**: View [here](#) & [here](#)
- **PSVR Sculpting Experiments**: [Youtube Playlist](#)
- **The Nosemilk 2D Animated Webisodes**: [Explore here](#)
- Participated in the **Malaysian National Service** circa 2006
-  [Benjamin_Tay_NotableWork_2020](#)