

KEVIN LAI

Seasoned art Director with 20 years of expertise in the gaming and entertainment industries, specializing in leading cross-cultural art teams to deliver creative, high-quality visual assets

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Summary

20 years experienced in both the US and Japanese gaming markets, having contributed to more than 40 game titles, graphic novels, and video productions across various media platforms.

A former character artist and concept designer at Nintendo and co-founder of Studio Voltz, known for strong leadership, creative direction, and collaboration with cross-functional teams. Passionate about crafting compelling visual solutions that align with client vision.

Work Experience

Art Director | 2019 – Present

Lakshya Digital – Redmond, WA

- Oversee and ensure the quality of all art deliverables, maintaining a high standard of excellence across multiple projects.
- Mentor and guide the 3D art team and concept artists, providing direction and constructive feedback to align artwork with client vision and project objectives.
- Act as a liaison between clients and the art team, ensuring clear communication and timely delivery of assets.

Co-founder & Director | 2007 – Present

Studio Voltz – Dallas, TX

- Co-founded and run day-to-day operations, managing all aspects of the business and client relations.
- Lead and mentor a diverse team of artists from across the globe, working across a range of media platforms including gaming, advertisement, graphic novels, animation, and interactive experiences.
- Work directly with clients to understand their vision and deliver tailored art solutions, ensuring quality and creative excellence across all projects.
- Provide strategic guidance for project development, helping clients to reach their artistic and marketing goals.

Work Experience

Art Director | 2017 – 2021

DECVan – Vancouver, Canada

- Directed the art outsourcing team, ensuring all assets met the client's creative vision and project specifications.
- Managed the creation of visual assets for multiple projects, maintaining artistic consistency and quality control.
- Acted as the primary point of contact for clients, ensuring clear communication and alignment throughout the project lifecycle.

Art Director | 2017 – 2018

Funfia Inc (under Softstar Entertainment) – Taipei, Taiwan

- Led the art direction for an unannounced title under Softstar Entertainment, managing a team of artists and creating a cohesive visual style for the project.
- Worked closely with the development team and external partners to ensure artistic goals were met and project milestones were achieved.

Artist | 2005 – 2007

Nintendo Software Technology – Redmond, WA

- Created 3D character models and animations.
- Produced concept art for game development and participated in R&D for new game concepts.

Skill

- **Art Direction & Leadership:** Extensive experience leading and mentoring art teams, providing creative direction, and ensuring high-quality execution across projects.
- **3D Modeling & Animation:** Worked with industry-standard software such as Maya, ZBrush, 3ds Max, and Substance Painter...etc
- **Concept Art & Illustration:** Expertise in creating characters, environments, and assets for games, animation, graphic novels and advertisements.
- **Client Management:** Excellent communication skills with experience managing client relationships, setting expectations, and delivering creative results.
- **Game Engines & Tools:** Worked with Unreal Engine, Unity, and proficient in Adobe suites.
- **Language:** Proficient in **English** and **Mandarin** with basic understanding of **Japanese**.

Career Highlight

Guest Speaker | 2021

Taipei Game Developer Forum

Guest Speaker | 2018

Taipei Game Developer Forum

Education

Associate Art Degree | 2023-2025

Digipen Institute of Technology – Redmond, WA

- Graduated with Honor roll

Bachelor of Science | 1999- 2023

Simon Fraser University – Vancouver, Canada.

- Major in Interactive Arts

Project Highlight

- **Beast of Reincarnation (2026)** – Game Freak
- **Romeo Is A Dead Man (2026)** – Grasshopper Manufacture
- **Godforge (2025)** – Fateless Games
- **Dying Light 2 (2025)** – Techland
- **Halo Infinite (2025)** – Halo Studio
- **Spectre (2025)** – Mountaintop Studio
- **Shardbound (2025)** – Bazooka Tango
- **Population One (2024)** – BigBox VR
- **Street Fighter 6 (2024)** – Capcom
- **Metal Gear Solid (PR for TGS) (2024)** – Konami
- **Death Stranding 2 (2024)** – Kojima Productions
- **Palworld (2024)** – Pocketpair Inc.
- **Dying Light 2 (2024)** – Techland
- **Valkyrie Elysium (2023)** – Square Enix
- **Forspoken (2022)** – Luminous Productions
- **Granblue Fantasy (2022)** – Cygames
- **Deathverse (2022)** – Supertrick Games
- **Final Fantasy VII Rebirth(2022)** – Square Enix
- **Elden Ring (2022)** – FromSoftware

Project Highlight

- **Everquest (2021)** – Daybreak
- **Disney StarSmash (2020)** – Mixi Inc.
- **Blade Runner: Black Lotus (2020)** – Sola Digital Arts
- **Ghost in the Shell SAC2045 (2020)** – Sola Digital Arts
- **Love! Live! All Stars (2019)** – KLab
- **Monster Strike Anime (2017)** – Studio Hibari
- **Zelda: Breath of the Wild (2016)** – Nintendo
- **Accel World vs Sword Art Online (2016)** – Bandai Namco
- **Marvel Avengers Alliance II (2016)** – Disney
- **Marvel Avengers Alliance I (2016)** – Disney
- **World of Chaldea (2017)** – Chaldea
- **Kingdom Conquest II (2015)** – Sega
- **Marvel Avengers Tactics (2014)** – Disney
- **Kingdom Conquest I (2014)** – Sega
- **Farmville (2014)** – Zynga
- **Dragon Genesis (2013)** – Gumi
- **Disney Animal Kingdom Explorers (2013)** – Playdom
- **Lode Runner (2013)** – Tozai
- **Marvel Superhero Squad (2011)** – Amazing Society
- **Balla Sara (Card/Game/Movie) (2011)** – Hidden City Entertainment
- **Happy Cooking (2009)** – Ubisoft