

TANNER LAIL

SUMMARY

Designer

Motion, Graphic, 3D

SKILLS



EXPERIENCE

July 2017 - Sept. 2020
Mercedes-Benz
Stadium



Atlanta
Falcons



Atlanta
United

Oct. 2020 - Apr. 2024
SoFi Stadium and
Hollywood Park



Los Angeles
Rams



Los Angeles
Chargers

July. 2024 -
Van Wagner

REFERENCES

Mobile: 828.261.5228
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MY PORTFOLIO
www.lailyeah.com

EDUCATION

University of NC,
Charlotte

BFA: Illustration, 2016

9 years of experience crafting eye-catching motion graphics for major league sports has made me a seasoned pro at turning concepts into captivating visuals. My creative vision, coupled with a deep understanding of technical nuances, consistently delivers meaningful results; driving audience engagement all while playing to the strength of ones brand.

Software Expertise

Illustrator

10 Years Experience

After Effects

8 Years Experience

Cinema 4D

5 Years Experience

ZBrush

2 Years Experience

Photoshop

10 Years Experience

Premiere Pro

8 Years Experience

Chaos Corona

4 Years Experience

DaVinci Resolve

2 Years Experience

Core Skills

Collaborative

Visual Storytelling

2D/ 3D Animation

Camera Operation

Concept Design

Adaptive Learning

Video Editing

Templating

Critical Thinking

Set Lighting

Reverse Engineering

Creatively Innovative

Skill Sharing

Compositing

Graphic Producer

AMB Sports + Entertainment , Atlanta, GA

July 2017 - September 2020

- Started my career foundation as a graphic producer part of the small team that created the in-game show for both the NFL's Atlanta Falcons and the MLS Champions Atlanta United.
- Helped open Mercedes-Benz Stadium by creating graphical content for all in-stadium LED's from the 360-degree HD video HALO board to the monolithic 100 ft. MEGA Column.
- With my time at MBS, I learned the importance of brand awareness by producing graphics for over 117 events. This included Super Bowl 53, for which I made the default in-game matchup, CFP, MLS Cup, Peach Bowl, SEC, Campeones Cup, MLS Allstars, and more.
- Learned essential skills by being involved with every stage of stadium productions. This included setting lights, constructing and keying green screens, designing sets, camera operating, compiling footage, and talent handling.

Motion Designer

Kroenke Sports & Entertainment, Los Angeles, CA

October 2020 - April 2024

- Opened SoFi Stadium to fans as one of only 2 Motion Designers for all video displays around the campus of Hollywood Park.
- My day to day includes being the primary content creator and graphics consultant for the largest sports display in the world, the Samsung Infinity Screen; a complex, 360-degree dual sided 4k LED video display with 26 supporting fascia LED's.
- Consistently meet deadlines to make elaborate custom content for the NFL's LA Chargers, Rams, LA Bowl, Super Bowl 56 (home champions), CFP, Concacaf, Leagues Cup and various concert and live event needs.
- Liaison to all third party graphic creators for SoFi Stadiums' displays. By communicating the Infinity Screens intricate layout and requirements I help insure the success of all events.

Motion Designer

Van Wagner, Raleigh, NC

July 2024 - now