

# TANNER LAIL

## SUMMARY

### Designer

Motion, Graphic, 3D

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MY PORTFOLIO  
[www.lailyeah.com](http://www.lailyeah.com)

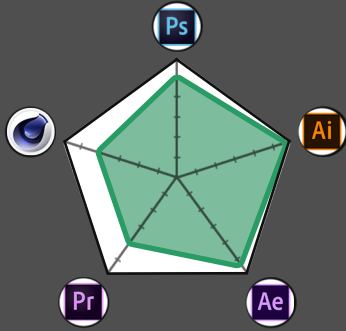
## EDUCATION

University of NC,  
Charlotte

BFA: Illustration, 2016

7 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.

## SKILLS



## Software Expertise

**Illustrator**  
10 Years Experience

**Photoshop**  
10 Years Experience

**After Effects**  
8 Years Experience

**Premiere Pro**  
8 Years Experience

**Cinema 4D**  
5 Years Experience

**Chaos Corona**  
4 Years Experience

**ZBrush**  
2 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

## 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

### Graphic Producer

Mercedes-Benz Stadium, 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

SoFi Stadium, 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.
- Exploring outlets of creative AI to bring new forms of engagement to a stadium audience

## REFERENCES

JASON E. COTHERN  
Head of Production Services  
FusionTech

PETE SOTO  
Vice President, Game Pres.  
and Fan Experience  
Detroit Red Wings & Tigers

JOSEPH BLANCO  
Graphics Head  
SoFi Stadium