

# MEGHADAD ASADILARI

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585.747.4720

## EDUCATION

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MFA, 3D Computer Animation	2014
Rochester Institute of Technology, Rochester, NY	
Thesis: <i>Simorgh</i>	
M.Sc., Electrical and Communications Engineering	2008
Shiraz University, Shiraz, Iran	
Thesis: <i>Study and Enhancing the Metal Artefact Detection and Correction in CT-Scan Imaging</i>	
B.Sc., Electrical Engineering	2005
Shiraz University, Shiraz, Iran	
Coursera: 3D Data Visualization for Science Communication	2020

## TEACHING EXPERIENCES

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Assistant Professor of Motion Picture Science Aug 2020 - Present  
School of Film and Animation, Rochester Institute of Technology

- Fundamentals of Computers and Imaging Technology
- AfterEffects for Animators
- Programming for Animators
- Digital Effects and Compositing
- Particles and Dynamics
- Capstone/Thesis

Professor of Animation Aug 2018 - July 2020  
Savannah College of Art and Design

- Survey of Animation
- Digital Cell Animation
- Animation Character Setup
- Scripting for Animators
- Non-Human Character Setup
- Tech Anim – Fundamentals of Character Rigging
- 3D Character Setup & Animation
- Advanced Character Setup
- 2D Anim - Character Setup and Pipeline
- Animation Capstone

Visiting Assistant Professor Aug 2016 - Jun 2018  
School of Design, Rochester Institute of Technology

- Intro to Modeling and Motion
- Modeling Strategies
- Scripting
- Character Design and Rigging
- Layers and Effects
- Lighting/Materials/Rendering
- Project Plan and Production
- Advanced Rigging
- Senior Thesis

**Adjunct Faculty** Sep 2013 - Dec 2016  
School of Design, Rochester Institute of Technology  
School of Film and Animation, Rochester Institute of Technology

**Graduate Assistant** Sep - Nov 2012  
Rochester Institute of Technology

**Teaching Assistant** Aug - Nov 2009  
Summer School in Interdisciplinary Sciences, Data Processing Program, Shiraz University

## PROFESSIONAL EXPERIENCES

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**Animation Director, Lead Animator** September 2021 - Present  
Storyline Online – SAG-AFTRA Foundation  
6 Episodes

**Lead Technical Director and Animator** Aug 2015 - Jun 2018  
Northlight Productions, Rochester, NY

**Freelance R&D, Character Rigger and Tool Developer** Nov 2015 - Sep 2017  
E.D. Films, Montreal, Canada

**Freelance Animator** Jul - Aug 2014  
Northlight Productions, Rochester, NY

**Freelance Tool Developer** Feb 2014  
Paint and Stick, Plug-in for AfterEffects, [currently available on aescript.com](http://currently.available.on.aescript.com)  
Responsible for developing the tool to create RGB/XYZ passes in Maya

**Freelance Character Rigger** Nov - Dec 2013  
Hornet Inc., New York City

**Freelance Motion Graphics Artist** Aug - Sep 2013  
Northlight Productions, Rochester, NY

**Freelance Character Rigger** May – Jul 2013  
Hornet Inc., New York City

**3D Generalist Intern** May - Aug 2012  
Hornet Inc., New York City Modeling/Rigging/Texturing/Layout/Tool Development

**Freelance Designer and Animator** 2001 - 2010  
Shiraz University, Shiraz University of Medical Sciences

**Technical Consultant/Media Services Manager** 2001 - 2010  
Clinical Skill Lab Center, Shiraz University of Medical Sciences

## GRANTS

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**Provost's Learning Innovations Grant (PLIG)** 2022

- Title: Online Course - A Complete Guide on Character Setup and Procedural Animations in Aftereffects
- PI

**Advanced Connect Grant:**

- Title: Sultana's Dream: A magical journey of a woman in outer space.
- Co-PI

## RESEARCH AND SCHOLARSHIP

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### Epic Game Virtual Production Grant

- Team member since 2020
- Developed a comprehensive online course: Intro to Unreal's Niagara Particle System

### UFVA 2022: Real Time Rendering Pipeline: From Maya FBX to the Unreal Engine Workflow

- Co-PI
- Not for Hire

### Sultana's Dream: A magical journey of a woman in outer space. Advance Production Immersion Live Action, VFX, 3D Animation, 3DDD

- Co-PI
- Not for Hire
- VFX Supervisor

## LEADERSHIP AND SERVICE

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- Chair of SOFA Undergraduate Curriculum Committee September 2021-Present
- SOFA Honors Show - Technical Director 2020-Present
- SOFA 3D Animation Search Committee, Co-Chair Spring 2021
- Frameless Lab - Program Committee Fall 2020, 2021
- National Portfolio Day Reviews
- College and Careers 2020, 2021, 2022
- Animation Portfolio Review
- CILET Judge Summer 2021
- Film Jury, Northwest Animation Festival 2015 - 2017

## PUBLICATIONS

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### Journal Paper

- Mehran Yazdi, **Meghdad Asadi Lari**, Gaston Bernier, Luc Beaulieu, "An Opposite View Data Replacing Approach for Reducing Artefacts Due to Metallic Dental Implants", Medical Physics Journal, 2011.
- Mehran Yazdi, Mehdi Seyfi, Amirhossein Rafati, **Meghdad Asadi Lari**, "Realtime Lip Contour Tracking For Audio-Visual Speech Recognition Applications", International Journal of Biological and Medical Sciences, 2009.

### Conference Paper

- Mehran Yazdi, Mehdi Seyfi, Amirhossein Rafati, **Meghdad Asadi Lari**, "Realtime Lip Contour Tracking For Audio-Visual Speech Recognition Applications", World Academy of Science, Engineering and Technology, 2008.

### "Simorgh" Interactive Animated eBook

- Self-published on Apple iTunes, Jun 2016

## TALKS/EXHIBITS/INVITED EVENTS

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- The Gathering of the Birds Feb 2022  
Central Hall Westminster in London, England
- Museum für Kunst und Gewerbe Hamburg (Hamburg Museum for Art and Design) Apr 2015 - Oct 2019  
Islamic Art Exhibition, Exhibition of Simorgh posters, behind the scenes and the movie
- Walt Disney Family Museum Mar 2016  
Guest Speaker, Title: "The Making of Simorgh"

Paris Institut des Cultures d' Islam (Institute of Islamic Cultures) Contemporary Art Center and Museum - City of Paris	Dec 2017
Salon International de l'écriture Échichens, Switzerland	Mar 2017
Roosevelt Middle School, San Francisco Guest Speaker, Title: "The Making of Simorgh", San Francisco Film Society	Mar 2016
Contemporary Polish Film Festival, Warsaw Title: "Meeting with Islam"	Mar 2016
Tehran Peace Museum Guest Screening, International Day of Peace	Sep 2015
National Iranian American Council, Washington DC Guest Screening, 2015 Leadership Conference	Oct 2015
Shiraz University Guest Screening, the 50th Anniversary of the Establishment	Apr 2015
Columbia University Guest Screening, "The Spirit of Rumi: Identity through Art", Columbia Iranian Students Association	Oct 2017
Greece Refugee Camps Voluntary Guest Screening	May 2016
SF Film Society's Family Friendly Screenings Guest Speaker, accompanying Pixar director Saschka Unseld and Disney director James Ford Murphy Panel discussion about the films, meet and greet with kids and families	Mar 2016
Noor -o- Danesh Cultural Center, New Jersey Guest Speaker	Mar 2016

## INTERVIEWS, ARTICLES, MENTIONS

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Digital Arts Magazine <u>"This elegant animation uses birds created from Persian calligraphy to explore self worth"</u>	Jan 2017
Print Magazine Interview: <u>"Calligraphic Anime"</u>	Jan 2017
W-Radio, Colombia Radio Interview: <u>"Cada una de las aves del corto representa un rasgo humano diferente"</u>	Oct 2016
The Creators Project <u>"Calligraphy Takes Flight in an Award Winning Animation"</u>	Jul 2016
Animation World Magazine Interview: <u>"Shorts We Love"</u>	Oct 2016
DesignFaves Magazine <u>"Award-winning animation claims numerous awards and high praise from all over the world"</u>	Feb 2017
Layer Lemonade <u>"Destaque: Simorgh de Meghdad Asadi"</u>	Aug 2016

<b>Creapills News and Media</b> <u>"Cette vidéo artistique est un magnifique hommage à la calligraphie"</u>	Jul 2016
<b>Muftah Magazine</b> <u>"A Refreshing Adaptation of a 12th Century Persian Poem"</u>	Sep 2016
<b>PubCoder Case Studies</b> <u>"Yum &amp; Yuk, an illustrated eBook made with PubCoder"</u>	Oct 2015
<b>Rochester Community TV</b> "Conversations with Creatives, Interview: Meghdad Asadi Lari Designs a Bright Future in Animation"	Feb 2016
<b>MaxiTendance</b> <u>"A la Recherche du Simorgh, un Oiseau de Légende, en Calligraphie 3D Animée"</u>	Jul 2016
<b>Quiet Earth Magazine</b> <u>"The Real Science of 'Beyond the Spheres' "</u>	Jul 2014
<b>Makamo</b> <u>"Buscando al rey de las aves, Simorgh, de Meghdad Asadi"</u>	Jul 2016
<b>Post Magazine</b> Interview: "Big Time"	Nov 2015
<b>Radio Télévision Belge de la Communauté Française (Belgium Public Broadcasting Organization)</b> <u>"Délicatesse et calligraphie dans le court-métrage Simorgh"</u>	Jan 2017
<b>Book Title: "Arabic Script in Motion: A Theory of Temporal Text-Based Art"</b> Published by Palgrave Macmillan Publications, citation of Simorgh's stills and paper	July 2019
<b>Mon French Flair</b> "Simorgh, Le Agnifique Clip Quirend Hommage À La Calligraphie"	Jul 2016
<b>Pureactu.com</b> <u>"Un court métrage rend hommage à la calligraphie"</u>	Jul 2016
<b>La boîte verte</b> <u>"La calligraphie donne vie à des oiseaux qui cherchent le Simorgh"</u>	Jul 2016
<b>RCTV Media Center</b> Rochester Community Media Center "Award-Winning Animator Visits Summer of Opportunity Interns"	Jul 2015
<b>Lester Banks</b> Simorgh by Meghdad Asadi Various educational video tutorials	Jul 2016

## **HONORS AND AWARDS**

Student Academy Awards (Oscar) Semifinalist, "Simorgh"	2015
Student Academy Awards (Oscar) Nominee, "Beyond the Spheres"	2013
Member of National Society of Leadership and Success, USA	2013 - Present
Graduate Research and Creativity Scholarship at RIT	2014
John Wiley Jones Scholarship at RIT	2012
Animation Scholarship Provided by School of Film and Animation	2010, 2011
Graduate Research and Creativity Scholarship at RIT	2012

SOFA Graduate Representative at RIT Research and Creativity Symposium	2014
National Organization for Development of Exceptional Talents (NODET)	1993-2000
Kharazmi Student Award Semifinalist - "Sunflower, a device to track the sunlight"	1998

## FESTIVAL AWARDS AND SCREENINGS

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### "Simorgh", Thesis, Personal Work, 2014

Vimeo Staff Pick - Jul 25, 2016  
 Winner - Faculty Award - School of Film and Animation  
 Winner - Best Animation - Plum Tuckered Film Festival  
 Winner - Special Jury Award - Roshd International Film Festival  
 Winner - Festival Special Award - Tehran International Animation Festival, Iran  
 Winner - Best Animation Award - Iranian Film Festival, San Francisco  
 Winner - Best Animated Figure Award - International Gold Panda Awards for Students - Sichuan TV Festival  
 Winner - Award of Excellence in Animation - Accolade Awards Competition  
 Semi Finalist - 42nd Student Academy Awards  
 Animation Award Nominee - Noor Iranian film Festival  
 Semi Finalist - Adobe Design Achievements Awards  
 Best Art and Experimental Film Nominee - West Chester Film Festival, Pennsylvania  
 Best Animated Short Nominee - Cinema on the Bayou Film Festival  
 Anima Caribbean Festival Trinidad & Tobago  
 Animafest Zagreb - World Festival of Animated Film - Oscar Qualified  
 Animex International Festival of Animation & Computer Games  
 Athens Animfest  
 Big Muddy Film Festival  
 Blue Plum Animation Festival  
 Canada International Film Festival  
 Cannes Short Film Festival  
 Capital City Film Festival  
 Carrboro Film Festival  
 deadCenter Film Festival  
 Early Birds International Student Film Festival  
 Eastern Breeze International Film Festival  
 Fargo Fantastic Film Festival  
 Festimation - International Animation & New Media Arts Festival  
 FilmQuest Festival  
 Golden Kukulcan International Animation Film Festival  
 Hamilton Film Festival  
 International Children's film festival India  
 International Students Creative Award - Japan (Semifinal)  
 London Iranian Film Festival  
 Maryland Film Festival  
 Mica Film Festival  
 Newport Beach Film Festival  
 Orlando Film Festival  
 Persian Film Festival - Sydney  
 Red Rock Film Festival of Zion Canyon  
 Rio de Janeiro International Short Film Festival - Curta Cinema - Oscar Qualified  
 San Francisco International Film Festival - Oscar Qualified  
 San Francisco Frozen Film Festival  
 Savannah Film Festival  
 Sidewalk Film Festival, Alabama  
 Silk Road Film Festival, Ireland  
 SouthEastern Film Festival  
 SPARK Animation Festival  
 StarLite Film Festival  
 Sunscreen Film Festival  
 YallaPunk Festival

**“Beyond the Spheres”**, Personal Work, 2012

Nomination - 40th Student Academy Award, LA  
Winner - Most Innovative Experimental Film - International “Gold Panda” Awards, China  
Winner - Best Narrative Student Film - Raw Science Film Festival, USA  
Winner - Quiet Earth Prize - Festival du film Merveilleux & Imaginaire, France  
Winner - Best Experimental Film - Living Skies Student Film Festival, Canada  
Nomination - Grand Prize - International “Gold Panda” Awards, China  
Semi Finalist - Adobe Design Achievements Awards, USA  
RIT School of Film and Animation Honors Show, USA  
Exploratorium, The Museum of Science, Art and Human Perception, San Francisco  
Poster Presentation, SOFA Graduate Representator, RIT Research & Creativity Symposium  
Punto y Raya, The Most Experimental Film Festival in the World, Spain  
3rd Annual Graduate Research and Creativity Symposium Exhibition, “Convergence”, RIT  
TEDxRochester, USA  
Anifest, International Festival of Animated Films, Czech  
3rd Annual Graduate Research and Creativity Symposium Exhibition, “Convergence”, RIT  
Croq`Anime Festival Du Film D`Animation De Paris, France  
Anima International Animation Festival, Córdoba, Argentina  
MashRome Film Fest, Italy  
Lima Film Festival, Peru  
First Niagara Rochester Fringe Festival, USA  
5th Imagine Science Film Awards, USA  
7th International Streaming Festival, USA

**“Bean Caught”**, Codirector, 2012

Winner - Best Animation Award - 5th Finger Lakes Film Festival, USA  
Finalist - Uni Shorts Film Festival, New Zealand  
Finalist - The Film Skillet, USA  
Semi Finalist - Adobe Design Achievements Awards, USA  
RIT School of Film and Animation Honors Show, USA  
Living Skies Student Film Festival, Canada  
Dirt Poor Filmmakers Festival, USA  
Croq`Anime Festival, France  
Crossroads Film Festival, USA  
Festival du Film Merveilleux, France  
Uni Shorts Film Festival, New Zealand  
International Video Art Festival of Casablanca, Morocco  
U.G. Artist Festival  
Lima Film Festival, Peru

**“Resuscitation”**, Personal Work, 2011

Winner - 3rd Place - Bayou City Inspirational Film Festival, USA  
Semi Finalist - Adobe Design Achievements Awards, USA  
5th Imagine Science Film Awards, USA  
Gallery R Exhibition, USA  
Anifest, International Festival of Animated Films, Czech  
Seeflick.com, USA  
7th International Streaming Festival, USA

**“Hypertrol”**, Personal Work, 2011

RIT School of Film and Animation Honors Show, USA  
6th International Streaming Festival, USA  
Finger Lakes Film Festival, USA  
Gallery R Exhibition, USA  
Seeflick.com, USA

**“Life Donation”**, Personal Work, 2009

Winner - Best Animation - Iranian Organ Donation Festival, Iran