

BRIAN JASON TRAN

Synthetic Data Lead | Technical Program Manager | Principal Technical Artist
b16tran@gmail.com | 607-216-8726 | Seattle, WA

EXPERIENCE



Apple via The Select Group | Seattle, WA (Hybrid)

Oct 2025 – Present

Video Engineer Consultant (Procedural Workflows)

- Engineered procedural modeling and material workflows to rapidly scale a photorealistic 3D asset library. [Houdini, Substance Designer, Maya]
- Developed automated pipeline scripts, optimizing asset generation and significantly reducing manual iteration time. [Python, Houdini TOPs]
- Directed cross-functional workflows for external vendor artists, establishing rigorous quality control standards to ensure all deliverables met strict client expectations for photorealism.



Irreverent Labs - Backed by Andreessen Horowitz (a16z) | Bellevue, WA (Remote)

Mar 2023 – Oct 2024

Principal Lead Technical Artist, Synthetic Data for GenAI (Technical Program Management)

- Established and scaled the Synthetics Division from a solo role to an 8-member team, leading the creation of high-quality synthetic datasets to enhance ML training for generative video and 3D models.
- Partnered with ML engineers and executive leadership to define project scopes and select optimal technologies, accelerating the iteration and testing of research models. [Generative AI, Synthetic Data]
- Managed end-to-end project lifecycles, orchestrating collaboration between internal teams and external contractors to ensure efficient execution within budget and timeline constraints.



Scale AI | San Francisco, CA (Remote)

May 2022 – Feb 2023

Lead Technical Artist, Synthetic Data for Computer Vision (Technical Program Management)

- Directed technical strategy and project management for 5+ concurrent external clients, translating ML model needs into actionable synthetic data pipelines.
- Scaled client's training dataset by 30x, successfully improving their model IoU from 0.657 to 0.794. [t-SNE, UMAP, PCA]
- Developed procedural pipelines to streamline data creation, significantly enhancing dataset effectiveness and overall model performance. [Houdini, Python]
- Hired and managed a distributed team of 15+ contractors to address dynamic project demands.
- Spearheaded internal experiments to refine labeling tools, improving data accuracy and operational efficiency.



Synthesis AI | San Francisco, CA (Remote)

Dec 2020 – May 2022

Lead Technical Artist, Synthetic Data for Computer Vision (Avatars & Environments)

- Led the design and implementation of procedural generation systems for realistic human and environment datasets, driving contract expansions with major clients including Apple, Amazon, and Google.
- Engineered a parameterized system to customize environments and objects, balancing high-quality photorealism with strict MLE controllability to meet tight client deadlines. [JSON, Procedural Modeling]
- Managed internal artists and external contractors, establishing best practices for procedural modeling and ensuring technical consistency across all synthetic data projects.



Walt Disney Animation Studios | Burbank, CA

May 2018 – Sept 2021

Effects Animator (FX Technical Artist)

- Created FX for films including Encanto, Raya and the Last Dragon, Frozen 2, and Ralph Breaks the Internet.



Freelance | Los Angeles, CA / New York, NY / London, UK

2016 – 2020

FX Technical Artist

- Delivered FX supervision and technical artistry for top-tier studios for clients including Snapchat, Taylor Swift, Maroon 5.



Industrial Light & Magic | San Francisco, CA

Jan 2013 – May 2015

Technical Assistant

EDUCATION



Bournemouth University | National Centre for Computer Animation – Poole, United Kingdom

2012

Master of Science, Computer Animation & Visual Effects (Graduated with Distinction)



University of Illinois at Urbana-Champaign | College of Engineering – Champaign, IL

2011

Bachelor of Science, Computer Science (Specialization in Computer Graphics)

SKILLS

- **Synthetic Data & 3D:** Houdini, Python, V-Ray, Unity, Unreal Engine, Procedural Modeling, Material Generation, Maya, Substance Designer.
- **Dataset Creation & Management:** Data Annotation, Metadata Integration, Domain Gap Identification, Vendor & Contractor Management, QA/QC.
- **Data Analysis:** t-SNE, UMAP, PCA, Pandas, Data Validation & Preparation.
- **Program Management:** Cross-Functional Leadership, Technical Strategy, Resource Allocation, Budgeting, Agile Workflows.