RAVI RAO

CREATIVE DIRECTOR **DESIGNER** **3D/AR/VR TINKERER**

With over 15 years of experience spanning domains such as visual design, animation, UI/UX and it's application across multiple platforms, I bring holistic and customer-centric approach to creative designing.

I've had the opportunity to work for global brands across sectors: e-commerce giants, tech-based startups, broadcast networks and government agencies to name a few.

CONTACT

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 @raobott

SKILLS

General
Creative Direction
Leadership
Animation
AR/VR/MR/XR
Interaction/UX Design

3D Skills
Modeling,
Texturing,Lighting,
Animation, Dynamics,
Rendering, Compositing

Software Skills
3DS Max, Maya, C4D,
Blender,
Unity 3D, Unreal Engine,
Adobe Suite, Zbrush.

Programming
[ntermediate level]
C#, HTML
Action Script 2.0, 3.0

EDUCATION

MASTER OF DESIGN, IDC, IIT BOMBAY [2012-2015]

Major: Design, Gaming and Animation
Key Project(s): As a part of thesis project, I conceptualised and prototyped a third person role playing game using Unity 3D game engine. This involved creating Game Design Document, Layouts, Level Design, Game Mechanics, Maps, 3D environments and a cinematic. My learnings from this project had opened up new avenues with the confluence of 3D animation and Human Computer Interaction.

BACHELOR OF DESIGN, SYMBIOSIS INSTITUTE OF DESIGN [2007-2011]

Major: Communication Design

Though I specialized in animation I developed an understanding and mastery of communication design principles, theories, and skills ranging from printed work to interactive displays, all in the service of informing, educating, and delighting people. During this I developed a problem solving approach to communication, with a special concern for the people affected by any designed communication and unleashed the creative potential of the interchange between words and images in traditional and innovative media.

Professional Diploma in 3D Animation, MAAC [2005-2007]

To give my career a head start, I took up a diploma course where I was introduced to the tools used for 3D animation and VFX like, Maya, Nuke, Adobe Creative suit etc.

Participated in the 24FPS competition, was nominated in the top five for the best film category. Film was screened acrossed cinema halls and television across the country.

PROACTIVE SELF LEARNING

To enhance and append to my skills, I have undertaken several online courses like follows
• Unity Certification for 3D Artist
• C# Programming for Unity Game Development
• 3D Asset Management for game engines
• Mobile AR and VR App Development

RECENT EXPERIENCE

CREATIVE DIRECTOR | TECHNOLOGIST, The Content Lab [Nov 2020-Present]

With a belief that the future lies at the intersection of creativity and technology, I conceptualise, design and develop engaging and interactive experiences from AR utilities, games and filters for the social ecosystem

CONSULTING CREATIVE TECHNOLOGIST , Abish Matthew [Sep 2020]
[Freelance]

Experimenting with AR/VR, generate new ideas and processes for quickly creating Animated and interactive content.
Exploring creative possibilities with new age tech and microgames. This includes ideation and pitching of new ideas to improve online customer engagement.

CREATIVE DIRECTOR, Tavrohi Animation Studios [Apr 2018-Oct 2020]
[Full Time]

Responsible to set the creative vision and supervise a team of more than 100 people including 3D artists, Animators and Designers. I am am responsible for creating new concepts & Intellectual Property (IP) development at the studio. During my tenure, I've successfully delivered a record breaking of 200+ short 3D animated films (about 300 odd minutes of industry standard quality 3D animation) for several clients that include Ministry of Sports, Government of India, a leading sports television channel, and one of the most popular kids television channel.
I have had opportunities of liaison with potential clients and pitching new concepts and ideas to them. I also have created and implemented a realtime rendering pipeline at the studio, which can cut down the production time by a whooping 30%. In addition to this, I also tinker around with AR/VR and Game Engines to explore production possibilities for the future.

Key Projects:

1. **Bhoot Bandhu's,** a 52 episode kids TV show being screened on Nickelodeon India . My involvement as the creative producer includes
co-ordinating with the script writers and giving creative inputs, supervising the 3D asset modelling team, reviewing the animation lineups, giving feedback to the animation directors, and briefing the outsource partners.

2. An upcoming show based on the lesser known war stories of the Indian Army. This will be broadcast on a popular OTT platform.

3. A 3D animated political satire show called OMG for India TV. I was responsible for overall creative direction and supervision of the show. Delivered 200+ episodes during my tenure.

CONSULTING 3D SUPERVISOR, IDC, IIT BOMBAY [JUL 2017 - MAR 2018]
[Contract]

Lead & mentored a team of 3D artists to design 3D models and animations for interactive installations exhibited at the National Gallery of Modern Art, (NGMA) Mumbai and Kolkata. I also built Unity 3D mockups and prototypes that bridged the gaps between artists and developers.

'Nature Embedded: a Design Technology Experience' is an exhibition consisting of 15 different medias that range from the conventional calligraphy, expressive photography, tessellated murals and product installations, to the more unconventional and emerging medias that leverage ethnography, infographics, motion graphics and interactivity(s) to convey life' myriad messages.

The exhibition themed on the Human's everyday and everyman relationship with Nature hopes to bring to attention the fact that cultures such as ours had once consciously built their lives around Nature's ways by following Nature's rhythms, tapping into Nature's resources, and emulating Nature's designs. In time, this process of following Nature around had come to become tacit, ubiquitous and

CREATIVE DIRECTION, LEADERSHIP, INTELLECTUAL PROPERTY, LIASION, PROJECT MANAGEMENT, SCRIPTWRITING, CONCEPT DEVELOPMENT, AUGMENTED REALITY, VIRTUAL REALITY

CREATIVE SUPERVISION, INTERACTION DESIGN, AUGMENTED REALITY, VIRTUAL REALITY, COMMUNICATION DESIGN

PAST EXPERIENCE

MOTION DESIGN CONSULTANT, Roposo, Gurgaon [APR 2017 - JUN 2017] [Contract]

Designed pixel-perfect short 3D 2D animations to enhance Roposo's user experience for its app and other digital touchpoints.

MOTION DESIGN CONSULTANT, Microsoft, Hyderabad [DEC 2016 - MAR 2017] [Contract]

Exploring animations for UI elements, for enhancing the User Experience on their product 'Edge Browser'.

3D AR/VR CONSULTANT, Vrewery Design Labs, Bangalore [AUG 2016 - DEC 2016] [Contract]

Mentored a team to set up processes and design workflows for 3D content creation in Augmented and Virtual Reality platforms.

HEAD OF EMERGING MEDIA, Cartoon Mango Studios, Bangalore [MAY 2016 - AUG 2016] [Contract]

Headed the Virtual Reality team & Animation team, to explore and develop new concepts & projects to create and stay in the market. Closely worked with internal teams such as UI/ UX, towards client management & project execution.

ANIMATOR, Grabhouse, Bangalore [AUG 2015 - DEC 2015] [Full Time]

Worked closely with the marketing team and delivered design solutions for several media campaigns.

TEACHING ASSISTANT, IDC, IIT Bombay [JUL 2012 - AUG 2015]

Taught 3D software to the students as a part of my teaching assistancehip at IIT Bombay.

FREELANCE DESIGNER, Nagpur, Pune, Mumbai [2005 - 2012] [Freelance Designer]

Worked on a number of projects in 3D Animation, Art Direction, Game Design, Film, Editing, VFX, Photography, UI/ UX, Web-Design and print media.

I hereby declare that all the above mentioned information given by me is true and correct to the best of my knowledge and belief.