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## SUMMARY

I have a wide range of experience (10+ years) in various fields of Multimedia Industry. Lately, my focus has been in the area of Motion Graphics and Film Making. I would like to integrate my abilities as a graphic/web designer, and user experience design knowledge with my passion for animation.

## SPECIALITIES

Graphic Designer, Animator, Flash Media Designer, Film Maker, Graphic Design for Television, Graphic Design Instructor, Motion Graphics Designer, Mobile Content Creator, Web/Wap Media Designer, Motion Graphics Artist

## TECHNICAL SKILL SETS

Operating systems	:	PC & MAC
Illustration	:	CorelDraw ver.11, Adobe Illustrator CS5
Image Editing	:	Adobe Creative Suite 4, Paint shop pro
Video Editing	:	Adobe Premier Pro CS5
Motion Graphics	:	Adobe Aftereffects CS5, Cinema 4D
Sound Design	:	Adobe Sound Booth, Sound Forge.
2-D Animation	:	Macromedia Flash CS5 Studio,
Web Designing	:	Macromedia Dreamweaver CS5,
Web Technologies	:	HTML, DHTML, Java Script
Interactive TV	:	ITV Graphix, ITV Factory

## WORK PROFILE

- **Astro (All Asia Networks plc) (Since Apr 2010)**

Job Description : **Senior Interactive TV Designer**  
Work includes Designing UI for Interactive TV Applications, and Mobile Applications. Motion Graphics content for TV, Mobile, Chat applications, Interactive Games etc.

- **Shankh Media Studio (Jan 2008 – March 2010)**

Job Description : **Co-Founder & Creative Director**  
Work includes Designing websites for Corporate Companies & Movies. Channel IDs and Motion Graphics for Television Channels and various print jobs. Emphasis is on 2D/3D animation and Viral Videos.

- **ValueLabs (Apr 2004 – Dec 2007 )**

Job Description : **Tech Lead - Multimedia** (Worked on-site for Multimedia Interactive Technologies, Astro (All Asia Networks plc) ([www.astro.com.my](http://www.astro.com.my)) and Maxis ([www.Maxis.com.my](http://www.Maxis.com.my)) in Malaysia. Work included Designing for Interactive Television Channels, Creation of Mobile Phone Graphics, Websites, WAP sites, Print Media, Video/Audio editing Gaming Graphics, and Animation etc.

- **TATA Teleservices & Navayuga Group (May 2002 – March 2004)**

Job Description : **Design Consultant**  
Tata - Maintaining Corporate Internet Site, Designing complete corporate Stationaries.  
Navayuga - Corporate Presentations, Flash Websites & Print Ads.

- **Eduempire.com Pvt. Ltd. (June 2001 – Apr 2002)**

Job Description : **Creative Head**  
My Contribution for the company started right from the creation of the Company Logo.  
Maintaining the Corporate Website and internal websites (Websites of All Schools & College of Hyderabad) & Creation of Flash Animations/Presentation were my Key Roles in the Organization.

- **Edit Multimedia Institute (Dec 1999 – May 2001)**

Job Description : **Faculty & Animator**  
Teaching Multimedia subjects while working as a 2D-animator for the Production team.

## PROJECTS

- **Motion Graphics**

Created entire channel ID package for the channel ZEE CINEMALU with the help of other animators; Title Animations for many Telugu Feature Films; Video Presentations for “Bank Of America”, “Tata Advanced Systems” etc. Includes shooting interviews with Hi-def Camera on a Blue Screen Matte.

- **Interactive Television**

Astro being a broadcast company handling varied TV Channels in Malaysia, it provided me with the opportunity to work on Interactive Channels, which enable the viewer to interact with the TV Channel using the Remote. Includes - Interactive Applications, Chat Channels & Game Channels. Clientele: **Star Movies, Hallmark Channel, Olympics 2004, DHL, Coke, Time.com, Astro Vaanavil Channel, Miss Astro Chinese International Pageant, TVB8, Astro @15, HitZ.TV, Miss World 2004, American Idol, Rockstar INXS, National Geographic Channel, Torino Winter Olympics 2005, SoccaStars Malaysia, FIFA 2005 & 2010, HSBC, Common Wealth games 2006 & 2010 and many more.**

- **Print Media**

Have designed Brochures, Newsletters, Posters, Flyers, Packaging Covers, Business Stationery, Greeting Cards, Wedding Cards, T-Shirt Printing, Magazines, Annual Reports, News Paper Ads, CD Covers, Audio Cassette Covers, Certificates, Invitations, Stickers, Mouse Pads, Coasters, and Bookmarks etc

Clientele: **Astro (All Asia Networks plc), ITFA (International Tamil Film Awards 2004), Universal Mobile, Tata Teleservices, Tata Cellular, Tata Indicom, OM Kotak Mahindra, Inflatable Ideas, AirTel, Navayuga Infotech etc.**

Thus gaining experience and knowledge in Screen Printing, Offset Printing, Laser Printing, Vinyl Printing etc

- **Mobile**

Creation of UI for Java Applications and Mobile content. (Wallpapers, Picture Messages, Operator Logos, True Tones etc. - 2G & 3G). Clientele: **Barbie, Universal Music, Warner Music, Miss World 2004, Celestial Pictures, BMW, Astro etc.**

- **Game Skinning**

Creation of Graphics, animations and skinning for an RPG game to be played on TV using Mobile phone as the controller.

- **Flash Animations/Presentations**

Specialize in 2-D animations, website intros, Interactive Presentations, Flash Sites, Computer Based Tutorials etc.

Clientele: **Global Trust Bank, Andhra Pradesh Government, Navayuga Infotech, Navayuga Engineering Company, Tata Teleservices, Tata Advanced Systems etc.**

## ACCOLADES

- **SVA, New York 2008:** Won First Prize in the Graphic Design Contest held by School of Visual Arts, New York. (Prize: ADOBE CS4 Design Premium)
- **Astro - Get Interactive 2006:** First Prize for coming up with the best 'Innovative' and 'Revenue Generating' ideas for Interactive Television.
- Animation "**Idea**" has been included in the CD of Computer Arts Special magazine, July2001.
- Flash Intro for **Infonity.com** has been awarded as the best animation for May 2000 by Flashkit.com; it also won itself the licensed version of Swish Ver.1.01.
- **Eduempire Website**, Won awards like Best of the Web 2001, Learning Fountain, and Site fights approved etc.

## EDUCATION

- B.Sc Graduation from Osmania University in the year 2000.
- DCA (VMM) Diploma in Multimedia Applications, from EDIT Multimedia Training Institute.
- Advanced After Effects & Introduction to Filmmaking in School of Visual Arts, New York