

ANIRUDH SRINIVASAN

Motion Graphics and Visual Effects Artist

www.anirudhsrinivasan.art | anirudhs96@yahoo.com | +91 9884093903

Summary

Anirudh is a multimedia artist and a motion designer who comes from an engineering background. He has over six years of work experience in the industry and has used industry standard tools for almost a decade. He is well versed at crafting visually compelling motion pieces, brand and graphic design content for clients. He has worked with various creative and performance agencies in the United States. He has experience with sales and lead generation.

Work Experience

Findica, Inc – Naperville, Illinois Visual Effects Artist and Interface Designer

January, 2023 – April, 2024

- Created motion pieces and designed presentations for clients in the tech industry
- Involved in B2B lead generation through email and social media marketing
- Assisted the data engineering department with increasing sales and revenue
- Responsible for designing User Interface layouts and mockups for mobile and web applications using Adobe XD, Illustrator and After Effects
- Churned out several bite-sized videos and reels explaining complex data analytics and engineering concepts on a weekly basis
- Created 3D motion pieces, illustrations and looping videos for high end luxury end clients
- Partnered with production houses in the west coast to art direct and create music videos for world renowned singers
- Composited rotoscoped footages into custom made large scale CG environments
- Provided the client partners with layered projection mapping exports and looping 8k animations which were played on large scale multi-screen monitors.

Union, LLC – Charlotte, North Carolina 3D Visual Effects Artist

March, 2022 – December, 2022

- Provided the production and creative departments with realistic 3D assets and motion pieces made using Cinema 4D and it's native physical render engine
- Responsible for Modeling, UV wrapping, Texturing, Animating and Compositing 3D visual effects pieces from scratch for various campaigns
- Involved in creation of highly polished 3D animation and style frames for both current and prospective clients, taking visual directions from executives and senior art directors
- Video editing and encoding for video deployment using Premier and DaVinci Resolve
- Reported directly to production supervisors and provided complex track mattes of quickly moving subjects and rotoscoped live action footage using Mocha
- Multi layered texturing process in Cinema 4D and texture creation in Photoshop, Illustrator and InDesign
- Color grading animations, video footage and retouching of still renders
- Compositing 3D assets into raw footage and still images involving camera calibration and custom made HDRI light setup

Corporate Styles, Inc – Montvale, New Jersey Motion Graphics Designer

July, 2021 – March, 2022

- Responsible for developing style frames and creating 2D digital content that included titling, GIF, typography animations, explainer videos and billboards
- Worked extensively on editing live-action and animations in Premier and After Effects
- Provided the creative team with high-poly look development, 3D graphic layouts
- Complex hard surface modeling, geometry or mesh refinement and optimization
- Creation of 3D motion pieces – Modeling, texturing, lighting, rigging, and animation using Maxon's Cinema 4D
- Utilization of mograph, scripting, driver and expresso techniques to create systematic and controllable animations, containing procedural motion using mathematical functions
- Involved in video editing, color grading and tracking camera in After Effects and Premier as part of post production process
- Encoding for video deployment using Media Encoder, based on physical screen or display resolutions. Included providing image sequences with production team with appropriate codec settings and frame rates for broadcast

Corporate Styles, Inc – Montvale, New Jersey Motion Graphics Designer

July, 2020 – August, 2022

- Responsible for creating internal brand portfolio projects involving Kinetic typography, lower thirds and title animations
- Worked on several 3D logo designs and provided the creative team with traditionally modeled custom made 3D typefaces in Cinema 4D
- Color graded renders out of Cinema 4D in After Effects and edited audio in Premier Pro
- Exposure to usage of different Codec based on production department requirements
- Provided optimized X-Particles and dynamic simulations to senior motion designer – art director, which involved instancing

Accomplishments

Ressentir – Sponsored Thesis

Developed a universal visual filter for enhancing cinematic experience. Thesis project was sponsored in part by Coca-Cola for Imagine RIT, Rochester Institute of Technology's yearly design – tech event
Year : 2021

Sarangi – Sponsored Art Show

Solo art show exhibiting pen and ink illustrations of celebrity Carnatic musicians from South India which received national coverage
Year : 2019

Tatvik – Solo Art Show

First critically acclaimed solo show exhibiting charcoal drawings and paintings based on Hyper-realism
Year : 2017

Education

Rochester Institute of Technology

Master of Fine Arts in Visual Communications Design
August, 2019 – August, 2021

SRM Institute of Science and Technology

Bachelor of Science in Electrical and Electronics Engineering
July, 2014 – June, 2018

Clientele

Past Clients : Citizen Watches America, Konica, Castrol, Puget Sound, Bulova
Coinbase, PepsiCo, Nutramax
MSC Explora, Alley Theatre, Music Theatre

Current Clients : Findica, Brillio, Tiny Magia

Software

Maxon Cinema 4D

Octane, Cycles 4D, Redshift, Arnold, Physical, Standard

Adobe Creative Cloud

Photoshop, Lightroom, Illustrator, InDesign, After Effects, Premier Pro, Media Encoder

World Creator Substance Painter Armor Paint

Procreate Rough Animator Mocha

Management tools

Mavenlink, Workamajig, Trello, AirTable, Frame.io, Figma, Boords

Links

Website <https://www.anirudhsrinivasan.art/>

Business Page <https://www.instagram.com/anirudhs96/>

LinkedIn <https://www.linkedin.com/in/anirudh-srinivasan-30b34b54/>