

Anup Kumar Das

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curriculum vitae

WITH 11+ YEARS EXPERIENCE IN DIGITAL MEDIA, BRINGING A PROVEN KNOWLEDGE OF CREATIVE STRATEGY, VISION, COMMUNICATION, AND MANAGEMENT WITH AN EMPHASIS ON ENTERTAINMENT AND CONCEPT CREATIONS FOR GOVERNMENTS AND CONSULTANTS.

BUILDING AWARD-WINNING STRATEGY, STORYTELLING AND PRODUCTS, AROUND THE WORLD, AND THROUGH THE GROWTH OF DIVERSE, INNOVATIVE TEAMS.

SUMMARY

Strong assessment/analyzing, troubleshooting & problem resolving skills. Team player/leader; Capable of integrating with and developing effective workgroups. Able to relate well with people, Committed to quality performance with an ability to learn new procedures quickly. Looking ahead to face new challenges and cross-new milestones.

PROFESSIONAL SUMMARY

3D Generalist / Catalyst Creative, New Zealand.

- September'2016 to Present.
- Developing Digital content in 3d for the Real Estate Clients.
- As a 3D generalist, Responsible for modelling the assets from ground up.

- Provide creative ideas, camera angles and direction for the projects.
- Provide Photorealistic Renders to the clients for digital marketing.

Manager Operations / RealPage India Pvt. Ltd.

- **Hyderabad, India // Feb'2016–July'2016**
- Managing a young team of 50 Animators.
- Production Management of the Projects.
- Delegation of Floor Plans.
- Conflict management.

Production Manager/ Creative Head for Nine Exposures Pvt. Ltd.

- **Pune, India // Sep'2014–To Feb' 2016**
Head of creative leading strategic vision, Concept Creation and Implementation of concepts.
- Managed a Team of 20 3D Artist.
- Calculating time budgets and organizational and client servicing skills.
- Production Management of projects.
- Responsible for timely completion of Projects with quality output.
- Risk assessment skills, Negotiation and Numerical skills, handling complex situations.

KEY BRANDS & PROJECTS

Navi Mumbai Municipal Corporation. (Smart City Challenge)

CIDCO – City and Industrial Development Corporation. (Maha)

Naiknavre

Mohar Creations

Nagpur Metro

Achievements:

- Developed hardware and Software setup for User Side and 3D Network Rendering.
- Successfully delivered concepts, visual ideas for Navi Mumbai, Smart City Challenge in a very tight schedule.

Freelance Project/ Natures Pride 2 by Bagad Properties

- Pune, India // Aug 2013 - Oct 2013
- Texturing the project.
- Lighting, Camera and Rendering.
- Compositing and Editing.

Link: <https://www.youtube.com/watch?v=bOeHhW3ksLU>

PRODUCTION MANAGER for Nine Exposures Pvt. Ltd.

Pune, India // Dec'2011-June'2013

Ground up development and management of creative department process and strategy. Key member of new business development team leading creative vision for new business pitches and client strategy sessions with accounts with Risk assessment, Negotiation, handling complex situations with timely completion of Projects with quality output.

KEY BRANDS & PROJECTS

Bagad Associates

Navi Mumbai Municipal Corporation.

Achievements:

- Responsible for hiring 2d/3d Artist.
- Developed the work-flow for 3d and 2D process from ground up.

Team Leader for Pixel Image Pvt. Ltd.

India // July'2008– December'2011

At Pixel Image I lead a team of 5 lighting artist to deliver photo realistic Images and animations. Camera animation, Color correction and creative direction were my few Primary Skill sets. Timely Submission of projects and Project Planning was my leading qualities at Pixel Image. I have been awarded "Extra Ordinary Achievement" for my performance at Pixel Image.

KEY BRANDS & PROJECTS

MARVEL REALTORS

Marvel Realtors

ABIL Group

Achievements:

- Awarded "Extra Ordinary Achievement" for my performance at Pixel Image.
- Developed 3d rendering process workflow for the organization.

SENIOR DESIGNER for Level 9 Studio

Pune, India // May'2006 – June'2008

Interactive designer and lead creative. Creating identities (logo/branding design). Creative lead in research, vision, and design for implementation.

Branding and identity design, web design and user experience, flash animation, digital illustration, and print design. Involved in 3D lighting using Vray, Photo realistic renderings, Modeling, Texturing along with Post Production using After Effects and Combustion. Collaborative work, company research, client meetings, and creative presentations for clients such as Southern Living, Bridon International.

Achievements:

- Successfully integrated remote server farm for 3D Rendering.
- Rendered 3d projects in Vray (3ds max), Very First in the industry in that era.

KEY BRANDS & PROJECTS

SOUTHERN LIVING (USA)

BRIDON INTERNATIONAL (UK)

PROJECT :

PROJECT: YOUNG TURKS..... Duration: Four Months
(2/2004 – 5/2004)

Competition: 24 fps (All India competition on 3D animation) Topic: Family Planning

Client: Maya Entertainment Ltd.

Summary: An animated show reel was prepared for public awareness for all India competition – 24 fps, which was organized for MAAC students by Maya Entertainment Ltd. The story was based on "Family Planning".

Responsibilities:

- Lighting. (Major)
- Rigging & Animation.(Major)
- Part of Modeling and Texturing and Post Production

SKILLS

CREATIVE STRATEGY

11+ years experienced Seasoned senior creative leader with extensive expertise on both client and platform side – delivering award-winning ideas for renowned brands and the people who matter to them.

Management

Extensive experience managing large teams of diverse personalities in deadline driven environments, leading cross-functional team collaboration and developing industry outreach opportunities.

Software

- **3ds MaX:** Extensive experience in modeling, lighting, and rendering including 3rd party rendering engine e.g., **V-Ray**. (Very proficient in Vray), Expert in use of most major plug-ins used with 3ds max having used them in production of Architectural Visualizations.
- **Maya:** Extensive experience in Lighting and Modeling. Intermediate user of Particles & Dynamics. Good understanding of Polygons, Nurbs, Texture Mapping.
- **Discreet combustion/After Effects.** Good user with focus on compositing, keying, Color Correction, and tracking. Experienced with integration of 3ds max, combustion and After Effects.
- **Photoshop:** Excellent user with focus on color correction, painting, image manipulation and texture generation
- **Adobe Creative Package:** Very proficient in Adobe Softwares such as. Photoshop, Premiere, After Effects.

Awards

- 2011 **Best Employee Award Honoree** by Pixel Image Pvt. Ltd.

Education

- Bachelor of Science in Networking Technologies, *Sikkim Manipal University*
- *Dual Maya* from Maya Academy of Advance Cinematic, Pune, India, *Maya Entertainment Ltd, Mumbai*
- Sr. Secondary from KendriyaVidyalaya, Sevoke Rd. A.I.S.S.C.E
- Secondary from KendriyaVidyalaya, Sevoke Rd. C.B.S.E

Strength

- Focused, Innovative ideas, Strategic thinker, Organizational skills
- Adaptable to any environment, Quick learner, hard-working, analytical ability, punctual, creative.

Experience Summary

- Professional experience with 3d lighting ranging from traditional film and photography techniques to HDRI and global illumination such as V ray and mental ray.
- Trained in traditional arts such as photography, drawing and digital art history.
- Software experience includes Maya, Studio MAX, V ray, Mental-Ray, Photoshop, After Effects, Combustion, Windows NT/2000 and various mpeg and web encoders.
- Extensive production experience in 3d disciplines including lighting, modeling, texturing, animation and rendering and post production.
- Ability to work in a fast-paced environment, multi-task, and prioritize work.

contact

LET'S TALK. I'LL START.

PERSONAL INFORMATION

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E-mail:	<u>anudas3d@gmail.com</u>
Web:	<u>anupkumardas.com</u>
Most Recent Job Title:	Manager Operations
Date of Birth:	21 st Jan 1984
Gender:	Male
Marital Status:	Married
Nationality:	Indian
Languages Known:	English, Hindi, and Bengali
Hobbies:	Reading, Music, Photography.
Personal interests:	Lighting and Rendering,
Extra-Curricular Activities:	Represented West Bengal Under - 19, National Level Cricket Competition as a wicket keeper.

References	Available upon request
Declaration	I hereby solemnly affirm that the above knowledge is true to the best of my knowledge and understanding
Anup Kumar Das Place: Pune	