

# Anjali Shah, VISUAL ARTIST

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## EDUCATION

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**Master of Entertainment Technology**, Specialization in Game Design, UI & Production, Expected May 2022  
Entertainment Technology Center - Carnegie Mellon University (CMU) - Pittsburgh, PA

**Bachelor in Fine Arts**, Specialization in Visual Communication and Graphic Design, May 2017  
College of Art - Delhi University (DU) - New Delhi, India

## WORK EXPERIENCE

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**Visual Effect Assistant**, Plexus Motion Private Limited, Mumbai, India, May 2018 to January 2019

Project - Leila Webseries for Netflix

- Assisted the VFX supervisor in imagining dystopian cities atop real shooting locations
- Worked on the script break down
- Researched required reference material like stock footages, movie references and techniques
- Provided administrative support for VFX bids and pitches
- Worked with cross-departmental team members to check for the accurate on-set details
- Monitored the progress of other team members and utilized management skills to meet multiple deadlines daily.
- Utilized great organization skills on note and minutes taking in meetings and review sessions
- Coordinated with the inter and intra departmental team members to keep the product vision cohesive

**Concept Designer and Director**, Ashplan Media, Noida, India, July 2019 to September 2019

Project - TVC and Print Campaign for brand Avita India

- Worked with the brand team to develop a concept for the company's TVC and print campaign
- Directed brainstorming and creative sessions, iterated design implemented feedback
- Served as a liaison between upper management and artistic team from concept through final production
- Effectively communicated the vision of the film with other team members through storyboards
- Took charge in the hiring of actors, cinematographer, sound designer and editor
- Directed the actors, camera and editor
- Responsible for overall visual and set design

**Freelance Art Director and Set Dresser**, May 2017 to January 2020

Projects - Feature film 'Veere Di Wedding' for Anil Kapoor Film and Communication, Mumbai, India

Feature film 'The Hungry' for Mastercut Picture, Mumbai, India

Television Commercials for brands including Amazon, Samsung, MI, Vaseline, Fevicol and more

- Created concept art for sets
- Supervised prop sourcing and construction
- Worked as a set dresser
- Acted as the coordinator between art department and other departments
- Managed detailed budgets
- Took charge of hiring and coordinating the art team

## ACADEMIC PROJECT

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### Building Virtual Worlds, Fall'2020

ETC, CMU - Remote

- Generated and formalized ideas for video games in brainstorming meetings
- Worked on five-person teams to build a video game in one to three weeks
- Acted as 2D and 3D character and environment artist for five successfully implemented video games
- Acted as UX/UI and graphic designer for video games
- Produced one successfully implemented video game through prototyping, development and collaboration with sound designers, artists and programmers
- Utilized great communication skills to facilitate team meetings over Zoom
- Maintained strong team dynamics among individuals from diverse backgrounds and varied creative perspectives
- Successfully maintained aggressive schedule until project completion

### ETC Virtual Festival's Website Design, December 2020

- Designed the creative concept, content and the user's experience(UX) for the website
- Communicated the design ideas using user flows, storyboards and wireframes
- Influenced fellow artist and programmer students to join the website execution team
- Acted as a producer to implement the website through prototyping, development and coordinating with artists and programmers
- Acted as the user interface (UI) designer, 2D artist, 2D animator and video editor
- Researched and assisted the programmers find appropriate plug-ins
- Incorporated functionalities and features into websites
- Utilized great time management and organization skills to deliver the finished website by deadline along with managing the aggressive course workload
- Utilized great communication skills to conduct team meeting over Zoom

## CERTIFICATE COURSES

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- Experimental Film 3 months course at MetFilm School, Berlin, Germany, February 2019 to May 2018
- Film Appreciation 2 months Course at Ctrl Alt Cinema, New Delhi, India, August 2019 to October 2019
- Theatre workshop at National School of Drama, New Delhi, Summer 2008 and May 2010 to January 2011
- Hindustani Vocal Music from Prayag Sangeet Samiti, Allahabad, India, January 2003 to January 2008

## SKILLS

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### Design Skills

- Developing Experience Concepts
- Narrative Design
- Storyboarding
- Illustration
- Miniature Modelling
- 2D Animation
- 3D Modelling

- User Experience (UX)
- User Interface (UI)
- Graphic Design
- Set Design
- Agile & Scrum
- Software Skills**
- Adobe Photoshop
- Adobe Illustrator
- Adobe Premiere

- Adobe After Effects
- Unity - Game Engine
- Autodesk Maya
- Google Suite
- Microsoft Suite
- Trello
- Slack
- Wix - Web Developer
- Wordpress - Web Developer