

Anirudh Srinivasan

Motion Graphics and Visual Effects Artist

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Summary

Anirudh is a multimedia artist and a motion designer who comes from an electrical engineering background. He has over seven 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 reputed creative and performance agencies in the United States. Anirudh has experience with Business to Business sales and lead generation. He is currently the Co-Founder of Anirudh Studios, a creative agency based in Madras. The studio runs contracts with clients from the United States and across the globe. He is a specialist in fine arts and has had many critically acclaimed solo art shows exhibiting abstract illustrations and life-sized charcoal drawings based on hyper-realism and surrealism. He is equipped with the right creative problem-solving mentality to thrive as a designer in the industry. He strives to tell compelling and engaging visual stories to help brands grow and foster human to human connection.

Work Experience

LiveComplete – Los Angeles, California
Co-Founder, Equity Holder and Motion Graphics Specialist
March, 2025 – Present

- Responsible for building and scaling the business along with the Founder, directors and partners. Involved in managing the video production marketing and creative departments in the company to accelerate digital presence and positioning in the market
- Works closely with producer and creative director to lay down the foundation for brand strategy and concepting. Formulating newer visual design approaches to help products gain traction on platforms
- Art directed and single-handedly crafted several high-end CGI adverts and short form videos which were used for marketing purposes as part of the company's media campaigns
- Assisted packaging designers with creating variations in pouch and container designs. Studied and tweaked layouts and color variations based on customer responses and internal feedback
- Art directed particle simulations to visually illustrate and explain the whole process of how ingredients organically mix to form the protein powder, one of the products the company is currently selling.
- Involved in creating custom made animated email signatures for members of the marketing and sales department. Provided compressed reusable web assets, aligning with company's brand guide
- Prepared presentations and business documents outlining how the team can potentially work on improving outreach and close Business to Business deals
- Made sales calls and prepared emailing lists to bring in new B2C customers.

Cinevative – Bel Air, California
Motion Graphics Designer
March, 2023 – August, 2024

- Given the responsibility of crafting highly detailed and intricate 3D assets which were utilized in several motion pieces, illustrations and looping videos done for high-end luxury clients
- Partnered with production houses in the west coast to art direct and create music videos for world renowned singers and performing artists
- 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 in stadiums, both indoor as well as outdoor
- Worked directly with the head of design and senior producer on various different retainer projects, which involved building large scale optimized digital environments using mograph tools in Cinema
- Created brand motion guidelines and reusable motion templates, which had a combination of static illustrations, 3D elements and layers. These clippings were made to sync stage lighting and played in real time on large screens installed within the cruise
- Provided the production department with complex particle simulations involving advection and dynamics for enhancing the quality and realism of renders
- Involved in creating seamless and tileable textures having custom made illustrations done in photoshop and illustrator
- Prepared renders that were used in pitch decks and business presentations

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
- Developed wireframes for company's website pages which was later built using HTML, CSS and javascript. Worked closely with front end developers and learnt the fundamentals.
- Partnered with tech companies in the west coast to art direct and create brand guidelines
- Responsible for maintaining client relationships and making sales calls. Used CRM and administrative tools to keep the track of client feedback and delivery
- Sent out cold emails through Hubspot and prepared simple marketing campaigns

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, 2020 – August, 2020 ; 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
- 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

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

Citizen Watches America, Konica, Castrol, Puget Sound, Bulova, Coinbase, PepsiCo, Nutramax, Brillio, MSC Explora, Alley Theatre, Music Theatre, Findica, Tiny Magiq, LiveComplete

Software

Maxon Cinema 4D, Adobe Creative Cloud, Substance Painter, Mocha, Procreate, World Creator

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/anirudhs96/