

Aayush Choudhary

3D Artist

Contact

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Portfolio

[ArtStation](#) [Website](#)

Profile

I am a 3D artist with experience in multiple areas of computer graphics. My main focus is realism in 3D and how to achieve it using different tools and workflows. I can adapt and apply my skills to different task requirements. My strongest skills are texturing, lookdev, lighting and rendering, but I am versatile in photogrammetry, modeling, UVs, environments, etc.

Experience

July 2022 – July 2024

VD Lighting & Lookdev Artist - HMX Media, Pune

- Developed and enhanced lighting and look development for various media projects, focusing on achieving realistic and stylistic visuals.
- Collaborated with the creative team to ensure high visual quality and alignment with project themes and goals.
- Contributed to visual storytelling and branding, ensuring consistency in lighting and texture.
- Managed the delivery of Lookdev, style frames to the creative team, and raw renders to the compositing team for production.
- Specialized in creating visual showcases and presentations for automotive projects.
- Worked on major projects for Like: Maserati, McLaren, KQi, Lenovo, Dell, Sony, Philips etc

Jan 2021 – June 2021

Supolabs, Pune

- Assisted in design projects with a focus on user interface (UI) and user experience (UX) improvements.
- Supported senior designers in conceptualizing and implementing creative solutions to enhance user engagement.
- Create 3D visuals for the development of prototypes and product concepts.
- Design and develop designs for website and website content.

July 2020 – Aug 2020

Cludo Technology Consultants

- Created user-centric UI/UX designs and prototypes to improve user interaction and experience.
- Contributed to various design projects, supporting team efforts to develop functional and visually appealing user interfaces.
- Work with tools like Adobe XD and Figma to create working Prototypes and develop assets for developers
- Develop designs and user interface for Websites, mobile applications and Backend council

Education

2022 **Yashwantrao Chavan Maharashtra Open University (YCMOU)**
Bachelor of Science in Media Graphics and Animation
- Certified in Graphic Design and 3D Visualization

2019 **Dr. D.Y. Patil Arts, Commerce, and Science Junior College**
High School (Science)

2017 **GG International School**
Secondary School

Skills

- Modeling
- UV
- Look development (Lookdev)
- Texturing
- Rendering
- Lighting
- Compositing

Software Knowledge

- Autodesk Maya
- Cinema 4D
- Blender
- Adobe Creative Suite
- Unreal Engine
- Autodesk Arnold
- OTOY Octane
- Substance Painter
- Marmoset Toolbag
- Unity

Previous Projects

Nov 2023 **The Wish | Shorts India Program 2023**
1st Prize Winner for the short film with mentoring of S.S. Rajamouli organized by Epic Games.

[Video 01](#)

Nov 2022 **Hansaplast India**
Developed three animated videos for the “Small Wounds, Big Win” campaign, emphasizing product effectiveness through relatable 3D storytelling.

[Video 01](#) | [Video 02](#) | [Video 03](#)

Nov 2023 **JIO Phone Pima**
Created a launch video for Jio Phone Prima, handling all 3D aspects from modeling to final renders, enhancing the product’s market appeal.

[Launch Video](#)

Jan 2024 **Garnier**
Designed a campaign video for Garnier’s rebranding, aligning visuals with the new brand direction to enhance consumer engagement.

[Launch Video](#)

Check out more work on my ArtStation: [Click Here](#)