APARNA SUBEDI

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Professional Summary

An experienced professional with 4+ years of experience in **2D-3D animation** with strong background in **game design and film production pipeline**. Expert in developing **high quality characters**, **environments, and gaming assets**. Experienced in polygonal modeling, UV mapping, texturing, hand painted PBR, lighting both for hard and soft surface models. Working knowledge of **2D, 3D, motion graphics, composition, VR, and photogrammetry.**

Key skills

Modelling Software	**3D Maya**, **Max**, **ZBrush**, Speedtree, Blender
Texturing Software	**Substance painter**, **Mari**, Keyshot
Rendering Engine	**Marmoset,** Vray, **Redshift**, Arnold, Mental ray
VFX and Compositing	**Adobe Premiere Pro, After Effects**, Nuke
Other Software	**Unreal**, Unity, **Adobe Photoshop, Illustrator**

Professional Experience

Animator/Graphic Designer, *Freelancer* (**Client:** VND USA, VND Canada, YouTube)   Oct 2021 – Present

- Developed graphics content: e-cards, posters, flyers etc. for VND to help promote their mediation events, classes etc. resulting in an increase of sign-ups by 50%.
- Designed VND's promotional graphic content for Vitality Magazine, Canada's largest publications on natural health.
- Created animation videos; background for their internal workshops, promotions to educate regarding meditation.
- Designed 2D characters for kids' rhyme: conducted research, incorporated cultural elements, traditional clothing, accessories to help introduce kids to vibrant traditions and heritage of Nepal.
- Developed storyboarding, mood boards, backgrounds to display iconic landmarks, landscapes, mountains of Nepal.
- Animated characters to rhythm, resulting in increased engagement and cultural connection.

Lead Motion Graphics Artist, *Innovate Nepal Group* **–** Kathmandu, Nepal   Sep 2019 – Sep 2021

- Led team of 30+ in development of the animation content: academic videos, promotional videos etc.
- Contributed to successful development of two large-scale educational applications (My Second Teacher) for Govt. of Nepal and Singapore to digitize their educational system. The app was awarded "Best e-learning app" in Asia in 2020.
- Introduced innovative features and user-centric design, offering a convenient and engaging platform for students.
- Developed interactive academic videos, mock tests for A- level, IGCSE students resulting in improved grades by 81%.
- Collaborated with content creators, and subject matter experts to conceptualize, storyboard, and develop motion graphics content ensuring the alignment of project goals, deadlines, specifications, target audience.
- Developed new custom pipelines which improved workflow productivity and reduced bottlenecks by 70%.
- Provided training and mentorship to junior artists to help improve skills and encourage continuous learning.
- Conducted quality assurance checks on motion graphics content to ensure accuracy, consistency, adherence to brand guidelines and technical specifications.

Motion Graphics Artist, *Innovate Nepal Group* **–** Kathmandu, Nepal   Sep 2018 – Sep 2019

- Produced high quality animation, visuals, interactive animations with diagrams, charts, typography, illustrations, sound effects to enhance understanding and retention of the academic content.
- Engaged with managers to gather requirements, set objectives, tasks, deadlines, deliverables of various projects.
- Removed green screen, fine-tuned the keying settings, used techniques like rotoscoping to achieve realistic results in visual storytelling and compositing.

3D Animator, *Method studio* – Aukland, New Zealand   Aug 2017 – May 2018

- Worked on a project to animate the bird with movements such as flapping, gliding, hovering, flying etc.
- Researched diverse types of bird movements to understand and incorporate the mechanics of bird in the animation.
- Constructed Controllers and IKs to produce bird animation, control the position and orientation of bird anatomy.

Education

Graduate Diploma in **Creative technologies -** Advanced 3D, Media Design School, New Zealand	**Jun 2017**
Graduate Certificate in **3D Maya -** Maya Academy of Advanced Cinematics, India	**Oct 2015**
Bachelor of Science - Animation, Mahatma Gandhi University, India	**Dec 2014**