

CREATE WITH FLICKING AND  
DRAWING

INTERACTIVE DRAWING

INTERACTIVE DRAWING

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Experiences

Education

Toolkit

# VediKa Bhasin

# VI

# Experiences

VI

2023-Present

## AR Manager, Bare Tree Media (BTM)

- Directing and leading the strategy of innovation and AR.
- Managing the department, teams, and product for top clients like Snap-on, Hello Kitty (Sanrio), and Whalar.
- Liaison with Platform Partners TikTok and Snapchat to build relationships and grow together in our AR industry.
- Developing and defining the AR brand and marketing strategy towards creativity that accelerates business results.

2023

## AR Product Manager, BTM

- Managing the Team, Product and Technical timeline to create immersive Social and Web AR experiences for clients like Smurfs, Discovery+, ABC.
- Establishing the internal production line and briefs for AR to produce promotional and strategic content.

2022-2023

## AR Specialist, BTM

- Technical Lead to Develop & Design AR Effects, top-charted with 1B+ views, for clients like Macys, Amazon Prime Videos, & American Eagle.

2021

## AR Developer/Designer, BTM

- Design + Develop branded AR content for Social Media platforms such as TikTok, Instagram & Snapchat, creating custom AR Effects for branded advertisements.

2021-2022

## Freelance Creative Technology

Exercising creative energy with some short & long-term projects in: UX & Brand Design, Creative Technology and AR, communicating with clients like Scale AI and Mufus.

2020-2022

## Art Side Hustle

Featured in ArtStartArt, this side hustle was a visual art collection for sale at NoHands: a creative store & safe space to sell, display and express some previously closeted and very personal artistic creations.

# Experiences

VI

2020

## Creative Technologist & Web Designer, Agency Perspective

- Introducing and integrating advancing tech in day-to-day work activities and to rebuild the company's Brand Identity.
- Managing the Design & Front-End Development for website.

2020

## Project Manager, Deloitte x SCADpro

- Directed a team of 21 students for a SCADpro sponsored collaboration with Deloitte's Government and Public Services to reimagine & improvise the talent acquisition process in 10 weeks.
- Built hi-fidelity interactive prototypes of job-application portals for the federal government such as TSA & Foreign Services.
- Developed communication and tracked progress for UX Research, Design and Prototyping.

2019

## Art Director, Wunderman Thompson

- Art Director Intern for integrated campaigns working with clients like Tinder, Reebok & Times of India.
- Junior Copywriter for the Tinder University campaign.
- Co-Creative Director on a Nestle Milkybar TV Advertisement launched as part of a Promo Campaign across India.

2019-2021

## Orientation Leader, SCAD

Taught First-Year Experience classes in SCAD's professional environment & hosted virtual session for parents & students to help better the mental health & college experience of incoming freshmen.

2019

## Orientation Assistant, SCAD

Assistant to the Orientation Leader and Professor for First-Year Experience classes.

# Education

2021-Present

## Google UX Design Professional Certificate

- Training currently on course 3/7, building a steady background in UX Design.

Course 1: Foundations of User Experience (UX) Design

Course 2: Starting the UX Design Process

Course 3: Build Wireframes and Low-Fidelity Prototypes

2022

## CS50's Computer Science for Business Professionals

Introduction course in Computer Science designed for product managers, founders, & decision-makers.

2018-21

## Savannah College of Art & Design (SCAD)

- Bachelor of Fine Art (BFA) in Advertising & Branding - Concentration in Creative Technology. Graduation May'21
- Credentials: Magna Cum Laude, Dean's List, Distinguished Scholars Awards (2019, 20, 21).

2020-2023

## Adobe Certified Associate, Graphic Design & Illustration

# Toolkit

## Hardware + Software

- AR - ZapWorks, ARKit, ARCore,  
Meta Spark AR, TikTok Effect House,  
Snap Lens Studio + Spectacles.
- XR - Unity, Unreal Game Engine,  
Meta Quests, Microsoft HoloLens.
- Design - Figma, Cinema 4D, Adobe CC: Illustrator,  
InDesign, Photoshop, After Effects, XD,  
Aero, Dimensions.

## Languages

- HTML/CSS, JavaScript, C++, C, C#, Lua,  
Python, Swift.
- English, Hindi, French, Korean.

## Basic foundations

Advertising & Branding,  
Copywriting, Filmmaking & Editing,  
Interaction Design, Photography,  
Web & Graphic Design.

## Natural skills

Public speaking, Generational  
Understanding, Creativity & Design,  
Psychoanalyzing.

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