

D.Y. PRASAD

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EXECUTIVE SUMMARY

- ✚ Highly creative & multitalented 2D and 3D Animation & Designer with **over 13 years** of expertise in Graphic & Animation, client relationship management & project management.
- ✚ Presently working with Amodha Broadcasting Company Private Limited, Hyderabad as an Animation Head.
- ✚ Gained expertise in areas encompassing Wire Frames, UI Design, Illustrations, Storyboarding and Animatics, Animation while working on 3Ds Max, Maya, Adobe After Effects, Illustrator, Flash, Photoshop and InDesign.
- ✚ Acquired exceptional presentation skills; possess sound understanding of various designing techniques.
- ✚ Adept at handling various phases of graphic designing from conceptualization, pattern-drafting & final product assembly.
- ✚ Deft at catering to the changing market trends & creating designs to suit them; expertise in utilizing computer aided designing tools.
- ✚ Acquired strong skills in 2D painting and sketching along with a great sense of line, form and color, human anatomy, character design and environments.
- ✚ Tool skills comprise 3Ds Max, Maya, Mud Box and Zbrush.
- ✚ Highly skilled in human and animal anatomy with respect to sketching; coupled with technical problems solving expertise; exemplary team skills, communication skills maintaining cordial relations with clients.

Core Competencies

- 3D Modeling & Texturing
- 2D & 3D Animation
- Motion Graphics
- Flash UI Design & Animation
- Vector Design & Illustrations
- Digital Painting
- Layout Designing
- Visualizing
- UX Design
- Prototyping
- Wireframe Designing
- Graphic Designing
- Mobile UI Design
- 3D Elevation & Interior Design
- Logo Designing
- Typography

Academic Qualifications:

- **Bachelor of Fine Arts** Specialization in Painting **J N T U College of Fine Arts**,
- Diploma in fine arts (Drawing & painting)
- Drawing Teacher Training.
- Advanced Diploma in 3D Animation and Visual Effects From I/O Systems

Professional Work Experience:

- Working as a **Animation Head** at Aamoda Broadcasting Company Pvt.Ltd. Since Sep 2014 to till date
- Worked as a **3d Head** at Digi quest India Pvt. Ltd from Feb 2010 to July 2014
- Worked as a **Senior Graphic Designer** at Pensell Advertising Pvt. Ltd. from Feb 2009 to Jan 2010
- Worked as a **Graphic Designer** at RVML Pvt. Ltd. from June 2004 to Jan 2009

IT SKILL SET

Operating System:	Windows, Mac OS
Adobe:	Flash, Illustrator, Photoshop, Muse, After Effects and InDesign
Autodesk:	Maya, 3DS Max, Mud Box
Prototyping:	Invision App, Marvel App

- Extensive knowledge of Maya for motion and still production.
- Expert knowledge and ability to work in all 3D principles (Animation, FX, Modeling, Texturing, Lighting, Shading, Rendering, Rigging).
- Photorealistic and stylized rendering within a production pipeline using Maya and Mental Ray
- Expert Knowledge of to work on low poly 3D game assets and make beautiful and memory efficient textures and effects.
- Expert knowledge of Adobe CS.
- Good Knowledge of Concept Art, Character Designing, Layouts and Storyboarding.
- General Knowledge and awareness of high level, Still image making.
- Knowledge of Mud box and Boujou (or similar premium match moving software's).

Recent Work for INDIAN RAILWAYS (Freelance work for Digital Curve)

- ✍ Delivered expertise in developing:
We developed 18 PPT's Converted to 3d Animations for INDIAN Railways, we have very small team (5 Members team Including me)
- ✍ 3D Characters for 3D Animation (Modeling, Texturing and Rigging and Animation- Maya and Photoshop)
- ✍ 2D Illustrations for 2D Animation (Flash, Photoshop and Illustrator)
<https://www.youtube.com/watch?v=e6g3UXgyDxc&t=14s>

Recent Work for Aina TV USA (Freelance work)

- ✍ Delivered expertise in developing:
We developed 45Movie Satire Programs Animations for AINA TV USA, we have very small team (5 Members team Including me)
- ✍ 3D Characters for 3D Animation (Modeling, Texturing and Rigging and Animation- Maya and Photoshop)
- ✍ 2D Illustrations for 2D Animation (Flash, Photoshop and Illustrator)
<https://www.youtube.com/watch?v=peI8S47qNLs&t=4s>

Work For DIGIQUEST (Freelance work for Pilot Episode)

- ✍ Delivered expertise in developing:
- ✍ 3D Characters for 3D Animation (Modeling and Texturing-Maya and Photoshop)
- ✍ 2D Illustrations for 2D Animation (Flash, Photoshop and Illustrator)
<https://www.youtube.com/watch?v=k6L2dOwmTwM>

My Political Satire Program in **ABN NEW CHANNEL** almost 200 episode completed
We have Very Small team 3 member only including me (Weekly 3 concepts two 2d Concept and one 3D Concept)

3D Episodes

Role: Animation Head (Modeling, Texturing, Rigging, Lighting, Final Comp)

<https://www.youtube.com/watch?v=0IGfNdY4g5w>

<https://www.youtube.com/watch?v=VzZykrQpclQ>

<https://www.youtube.com/watch?v=36WJwySzGuc>

2D Episodes

Role: Animation Head (Character Design's and BG's)

https://www.youtube.com/watch?v=_duHShr3BkY

<https://www.youtube.com/watch?v=c7GM8xalaLg>

https://www.youtube.com/watch?v=j_Hdofmb1cE

<https://www.youtube.com/watch?v=7eBYuYC4Oqw>

Pre Visualization Demo Link :

<https://www.youtube.com/watch?v=ENm6R2XW6nM>

<https://www.youtube.com/watch?v=leJBh1DDfVw>

<https://www.youtube.com/watch?v=QYHSKoNnxR8>

https://www.youtube.com/watch?v=HXtr_hCl10

<https://www.youtube.com/watch?v=AHXUyx1kZ8>

Demo Link:

https://www.youtube.com/watch?v=zzDyn_cTCOI

<https://www.youtube.com/watch?v=b0NSy38rDV8>

<http://www.youtube.com/watch?v=XRIJefwsg5c>

<https://www.youtube.com/watch?v=5u8NQk1tL3I>

<https://www.youtube.com/watch?v=6ujkED8fuFk>

My TV Interview:

<https://www.youtube.com/watch?v=vIRLj5bsREQ>

Hobbies:

Sketching portraits and Painting and play Video Games.

Personal Details:

Father Name:	D. L. K. Pradeep
Date of Birth:	05 th June 1976
Marital Status:	Married
Nationality:	Indian
Religion:	Hindu
Known Languages:	English, Hindi, Telugu

Date:

