CURRICULUM VITAE

Sudha Kumar Selvaraj
Lead Animator / Principal Animator

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PROFESSIONAL SUMMARY

Overall 20+ Years of Experience in CGI, 12+ in Mobile, Computer, Console, Web- Games, Mobile Apps, and 8+ in Media, Film, Tv-Series, Webisodes, Commercials & 2D/3D Productions as an Animation Supervisor, Lead Animator, Creative Lead.

Strengths & Responsibilities

➤ Expertise in casino slot games, match games, word games, strategy games, social games, and F2P games on all platforms, such as iOS, Android, web, Kindle and Amazon.
➤ Expert in working with user acquisition team, marketing creative services to create user acquisition ads playable, game trailers/teasers by providing timely guidance and feedback to the outsourcing team on Animations and by involving in creating creative briefs, storyboards, Animations, Fx and Trailers.
➤ Skilled in using 3ds Max, Maya, Unreal and Motion Builder for digital content creation.
➤ Sound knowledge of Cocos2d, Sprite Builder X, Spine and Flash.
➤ Proficient in Adobe Creative Cloud Suites (PS, AE, AP)
➤ 10 + years of experience in Unity, having a solid understanding of the abilities and limitations of Unity game engine along with Shader graph & VFX graph.
➤ Ability to create animated assets and integrate them directly into any game engine.
➤ Experience with creating UI animations and UI effects for mobile games.
➤ Experience working in conjunction with other verticals as well as game developers.
➤ Created prototypes and feature ideas for mobile games.
➤ Led four different games at a time which includes Animation & Tech-art teams along with hands-on work on both Animation and Tech-art.
➤ Overseas outsourcing tasks for Art Team members and Contractor workers.
➤ Traveled to San Francisco, Eugene, and Carlsbad to handle the Game transitions.
➤ Having good experience in version tool controls like P4v & Git hub.
➤ Having a good experience with task organizing tools such as Asana,　iflow, Jira & Han soft.
➤ Experience with Content Integration, Optimization, Cleanup, Tech Art, Troubleshooting, Problem-Solving, Best Practices, and Pipeline Management.
➤ Composed and created around 80 in-game Teasers/Trailers for Mobile games.
➤ Passionate about developing trending creatives and able to expertly interpret the current mobile gaming market for Installs on social networks Youtube,TikTok, Facebook, Applovin, Adwords,Apple Searchads, Unity, InMobi DSP, Adikteev, Ctv creatives, Aarki, etc...
➤ Having rigging, skinning, and Mo cap skills in addition to game animation experience.
➤ Conducting reviews on a daily basis and giving feedback for quality deliverables to the team while planning, prioritizing, and evaluating the team's work.
➤ Organizing functional training sessions and knowledge transfer/sharing sessions to motivate, develop, and mentor team members.
➤ Hiring a talented team for the Art team and creating test files for the candidates.
➤ Proficiency in visual storytelling with a strong understanding of plot.. Planning sequence-with a strong layout.
➤ Expert in Traditional animation principles, tools, acting, and experienced with the Motion Capture to Animation process - which will include workloads of both motion capture animation and key frame animation.
➤ Experienced in Management role.
➤ Can do Biped, quadruped Cycles, Semi real, real, hyper-real, cartoony/snappy, stylized and limited animation.
➤ Handled pilots, TV-series and done test projects, Trailers for film & Commercials for Clients like Disney,MoonScoop,Cepia,Microsoft,CSD,DreamWorks,Nick,Sony,Polygon etc...

<u>**CAREER OBJECTIVE**</u>

      To become an Art/ Animation director in the Gaming industry, by keeping advance my Animation skills and Technical Skills on Games, so as to constantly and continually challenge myself and keep up to date with the latest technology in the field of Animation and Graphics.

Multimedia Qualification: **Advanced Diploma in Multimedia** From
                                       Data Quest School of Visual Arts, Hyderabad

Education Qualification: **Bachelor of Applied Science Computers**
                          (B.Sc. Computers,1999–2002) NagarjunaUniversity.

<u>**Skills & Expertise:**</u>

2.5D/3D Animations, Sprite Animations, Rigging & Skinning, VFX, UI & Art Integrations, Assets & Animation Integration, Content Integration, Project architecture design, Optimization & Cleanup, Tech Art, Troubleshooting, Problem-solving, best practices, Workflow, and pipeline management, Mentoring Animators & Tech artists along with Demonstrating proficiency in the breadth of technology programs and tools, including Maya, 3dsMax, Motion builder, Unity, Unreal, After Effects, Premiere, Photoshop, Flash, Cocos 2d, Sprite builder X, Spine, Camtasia Studio, Audacity, P4v, GitHub, Jira, Asana, Ziflow and Han soft.

<u>Work Experience & Responsibilities</u>

<u>Lead Animator @ Rovio Entertainment May2022-Present</u> Sweden.

- Working closely with user acquisition team, marketing creative services to create user acquisition ads playable, game trailers/teasers for Angry Birds 2 by providing timely guidance and feedback to the outsourcing team on Animations and Involved in creating creative briefs, storyboards, Animations, Vfx and Trailers.
- Responsible for Saga levels, Maps, birds, props,Popups, levels- Animations & Fx.
- Responsible for Characters, Birds / Props rigs.
- Responsible for all 2.5D/ 3D Animations.
- Responsible for all Prototypes.

<u>Lead Animator @ Zynga game network Pvt Ltd.</u> Bangalore, India.
<u>Oct 2015 – June 2021</u> (5 years 9 months)

- Worked as a Lead Animator for all Slot Games in Studio I Game of Thrones- Slots, Willy wonka Slots, Wizard of oz Slots, and Black Diamond Casino Slots. Responsible for all Animations/Fx Symbols low-Mid-high, Feature Symbols- Bonus/Wild/ depends on the game. Multipliers, Big wins, Intro / Splash Screens.
- Worked as a Lead Animator for all Match Games in Studio I, Wonka world of candy Match, Crazy Kitchen, Crazy Cake Swap, Word Triumph, Word Scroll. Responsible for all Animations & FX in Maps, Features & Levels.
- Responsible for the Art team's day-to-day work by conducting Art Scrums and by providing creative and technical feedback to the Animators, Tech-art, concept teams by attending dailies on a regular basis to approve the work.
- Performing other tasks like vendor management by providing timely guidance, and feedback to the outsourcing team
- Hiring technical artists and animators for the Art Team and on boarding them.
- Contributor towards Animation & Tech art along with UI art integration.
- Member of the Art Council at Studio-I representing the Animation vertical.
- Training and mentoring junior team members.
- Handling and making Game transitions smooth and successful.
- Led a team of 15 (Animators and Tech artists)- reviewed the work and conducted appraisals along with their growth plans.

Animation Consultant @Technicolor, Bangalore.

Mar 2013- Oct 2015 (2 years 8 months)

• Worked for a Russian movie " Savva" by creating high-end animations.
• Worked for a famous TV-Series "The Adventures of puss in boots"
• Worked for another Famous TV-Series " Wallykazam ".
• Worked with international clients like Dream Works, Nickelodeon, Endemol, and Glukoza.

Animation Freelancer @ TATA ELXSI. Pvt. Ltd.

July 2012 – Jan 2013 (7 months)

• Created Semi-realistic creature and character keyframe- animations including
  Lip-sync, for a TV Series called Dragons " Riders of berk " which is a continuity
  of how to train your dragon Movie from Dream works.
• Worked on 3-ds Max, Motion builder for creating realistic animations.

Animation Supervisor/ Lead Animator @ Laughing Lion Animation.

May 2009 – July 2012 (3 years 3 months)

• Responsible for the successful animation for high-profile Games/Webisodes like Halo,
  Dagedar, Series, Films. Determining various aesthetic solutions.
• Conducted daily reviews at a set time in collaboration with Production to ensure animators-
  have clear delivery goals, and have their work reviewed and approved in timely manner.
• Performing other tasks related to the creation of computer-generated animation.
  Help build and maintain animation schedules & Meeting Deadlines in time.
and Worked on So many International Games like Halo, Sachin the master blaster, Pablo.

Sr. Animator /Jr. Animator @ DQ Entertainment

December 2005 - April 2009 (3 years 5 months)

• Created realistic, semi-realistic, hyper-realistic, cartoony/snappy, stylized, and character
  key frame animation.
• Working in prior for library cycles by creating Biped, quadruped Cycles.
  Worked on Camera & Layout.
and Worked on So many International Projects like Berni, Donkey Ollie, Ironman, etc…

Designer /Programmer @t CMS Infosystems Pvt. Ltd.

May 2002 - November 2005 (3 years 7 months)

• Designed BSNL telephone bill for 14 Districts in Andhra Pradesh.
• Worked as a programmer on DBMS (visual FoxPro)

Languages Known: English, Telugu, Hindi, Tamil & Malayalam.
Honours and Awards : Best Associate, Emerging Star, Samurai & Champion Awards.
Personal Profile: DOB:20/01/1982, Sex: Male, Marital status: Married, Nationality: Indian.
Hobbies: Playing Games, Drawing, Watching Horror & Sci-fi movies.

Thank you & Best Regards,

Place: Stockholm,
Sweden Date: 11/05/25   (SUDHA KUMAR SELVARAJ)