

# Sudakshina Sridharan

INTEGRATED DESIGNER · DIGITAL, MOTION & AI CONTENT

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Chennai, India

Designer with eight years across CGI production, illustration and publishing, now working primarily in AI-assisted content. I take a piece from concept and storyboard through to the finished film, layout or campaign asset, and I care about the same things at every stage: a clear idea, controlled typography, and a look that holds together across every frame and format.

## EXPERIENCE

**AI Creative** 2025 - Present

**Independent** · Chennai, India

- Write, art direct and produce spec advertising and trailer work end to end: script, character design, storyboard, image and video generation, voice, sound design and the final edit in DaVinci Resolve.
- Work on the problems that decide whether AI film holds up - character consistency across shots, continuity of light and lens, and keeping a single art direction intact when the model starts to drift.
- Publish a process breakdown alongside each piece, so the reasoning behind the work is as legible as the film itself.

**Freelance Illustrator & Art Tutor** 2021 - Present

**Self-employed** · Chennai, India

- Commissioned illustration for book covers and interiors, portraits, invitations, food and editorial work — bold colour and a character-led style.
- Run projects directly with clients from brief and sketch through revision rounds to print-ready delivery, on fixed deadlines.
- Teach digital art and illustration online to young students: structured lessons, live critique and written feedback.

**Book Designer & Self-Published Author** 2021 - Present

**Self-employed** · Chennai, India

- Designed and produced three comprehensive technical books for Vreon Tech India Pvt Ltd. Made Neet textbooks to support their (AR/VR) product. Handled illustration, layout and publishing.
- Self-published a cookbook and an autobiography, handling: writing, design, bespoke illustration and the full publishing process.
- Book Illustration and layout for a project from Azim Premji Foundation.

**3D Artist** 2018 - 2021

**The Mill** · Bengaluru, India

- Modelling, texturing and grooming for high-profile advertising campaigns and music videos for international brands.
- Worked inside a full production pipeline (Maya, Substance Painter, Shotgun, Ftrack) with international clients, tight schedules and layered rounds of feedback.
- Employee of the Month, April 2019.

## TOOLKIT

### AI & Generative

Runway · Google Veo / Flow · Kling · Seedance · ElevenLabs · Nano Banana  
ChatGPT · Claude · Gemini · Grok Imagine

### Design & Illustration

Adobe Photoshop · Adobe InDesign · Affinity Publisher · Procreate · Figma

### Motion & Post

DaVinci Resolve

### 3D & Pipeline

Maya · Substance Painter · Nuke · Shotgun · Ftrack

## CAPABILITIES

- Concept & art direction
- Storyboarding
- Typography & layout
- Illustration
- Social & campaign content
- Brand adaptation systems
- Editorial & book design
- Video editing & post
- Client briefing & presentation

## EDUCATION

### Diploma, 3D Animation & Visual Effects

Vancouver Film School, Canada  
2016 - 2017

### B.E. Electrical & Electronic Engineering

Anna University (CEG), Chennai  
2012 - 2016 · First Class Honours

## LANGUAGES

English, Tamil, Hindi - fluent  
French - basic

## SELECTED AI WORK

### House of Anchan

Spec ad · fictional tea brand

A storybook-premium world built around a satin bowerbird and a botanical tea ritual. Concept, art direction, product visuals, motion, sound and edit.

### Hush

Spec ad · fictional earbuds brand

An original character carried consistently through every shot of a product film, with sound, music and voice doing the emotional work.

### Lost Frequency

Pitch trailer · original series

78-second mystery trailer for a show that doesn't exist yet. Concept, script, voice-over, music and SFX, final edit.

### Global Brand Adaptation

Design system study

Modular multi-market visual system with responsive screen concepts and an interaction prototype.

Full films, case studies and process breakdowns · [sudakshinasridharan.com/ai](https://sudakshinasridharan.com/ai)