

BHARATHIDASAN NATARAJAN

3D Creative Manager | CGI & Creative Technologies

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PROFESSIONAL SUMMARY

I'm a **3D Creative Technologies** specializing in 3D-CGI, and visual storytelling across asset creation, visualization, cinematics, and real-time content. I've led and mentored high-performing creative teams, built efficient production pipelines, and delivered visually compelling work at scale. My strength lies in bridging artistic vision with technology and execution.

Recently, I've been focusing on the convergence of AI-assisted workflows, high-end 3D production, and Unreal Engine based real-time pipelines, exploring how these tools can accelerate creativity, improve iteration speed, and enable smarter decision-making without compromising artistic quality.

CORE COMPETENCIES

Creative & Technical Excellence

3D Modelling, Texturing, Look Development, Visualisation, Visual Design & Pipeline Optimisation

Leadership & People Management

Team Building & Mentorship, Cross-Functional Leadership, Production management, Training & Up-skilling

Strategy & Collaboration

Visual Development, Workflow & Process Design, Client & Stakeholder Communication

PROFESSIONAL GROWTH EXPERIENCE

Target - Manager CGI | Bengaluru, India.

3D Asset Creation Team | Marketing | June 2022 - December 2025

"Leadership and Team Management | Project Coordination | Research and Development | Technical and Creative Oversight | Process Improvement | Training and Development | Communication and Collaboration"

Target - Sr Art Director | Bengaluru, India.

3D Asset Creation Team | Marketing | July 2017 - May 2022

"Over the years, I've had the opportunity to lead and collaborate with talented creative teams, driving projects from input to completion with a balance of artistry and efficiency. My experience spans across leadership, innovation, and cross-functional coordination in 3D production environments."

Slk Software Group - Lead Visual Designer | Bengaluru, India.

HR Communication | September 2012 - July 2017

"As Lead Visual Designer, I collaborated closely with Corporate Communication, Human Resources, and Branding teams to deliver clear, engaging, and visually consistent designs across all internal and external touch points."

SLK Studios Media - Lead 3D Generalist | Bengaluru, India.

3D Studio | July 2010 - August 2012

"Directed a talented team of artists across modelling, texture painting, shading, and lighting, crafting high-end automotive visualizations for ad campaigns, banners, and turntables for iconic global brands including Ford, Volkswagen, Chevrolet, BMW, Toyota, and Southwest Airlines."

Big Block Inc - Lead Generalist | Santa Monica, California, USA.

3D Studio | March 2012 - May 2012

“Led cross-functional collaboration between India and USA teams on campaigns such as Ford C-Max Performance, BMW and Southwest Airlines, ensuring seamless coordination, exceptional visual quality, brand consistency, and on-time delivery across all outputs.”

RedOctane (Activision) - Texturing & Shading Artist | Chennai, India.

Gaming Studio | October 2005 - March 2009

“As a Texturing Artist, I was responsible for creating detailed and realistic textures that enhanced the visual quality of characters, props, and environments across multiple gaming and television projects.”

Pixaalaya Studios - Texturing & Shading Artist | Chennai, India.

Gaming Studio | May 2003 - November 2004

“As a Texturing Artist, I worked on Steel League Clan Clash, a pre-rendered DVD game, handling key aspects of the production pipeline including unwrapping, texture painting, shading, and lighting.”

KEY ACHIEVEMENTS

- **Multiple Marketing Champ, Mr. Substance, Director Award – Marketing CGI** for outstanding creative and technical contribution to 3D production.
- **Directed the creation of 30,000+ high-quality retail assets** across home and hardline categories, ensuring consistency and excellence from input to final delivery for products of all complexity levels.
- **Best Creative Technologies Award** for designing and implementing optimized 3D asset production pipelines, including PBR & ACEscg workflows, USD integration and production automation in-house tools.
- **Successfully transitioned from Corona Renderer to V-Ray**, automating the conversion of over **3,000 assets** for streamlined production.
- **Built a custom production tracking system using** Jira, Agile/Scrum frameworks, Miro Boards, OneNote, Confluence documentation, and performance dashboards to monitor artist productivity, output scale, and project progress enhancing visibility and management across multiple projects.
- **Created a procedural texture map library** in Substance Designer, enhancing material quality and production speed.
- **Designed and implemented internal automation tools** that enhanced material creation, render consistency, PBR and overall efficiency across global production teams.
- **Developed an advanced velvet material shader** network for both Corona and V-Ray, achieving high levels of physical accuracy and visual realism.
- Built **multiple production studio lighting rigs for both Corona and V-Ray** aligned with industry standards to ensure realistic and consistent visual output across projects.
- Recruited, mentored, and developed **junior to SME-level artists**, building a strong, high-performing 3D team.

- **Researched & developed a new 3D production pipeline using Rodin AI** (2D-to-3D) for accelerated and high-quality asset creation
- **Researched and evaluated multiple AI toolsets** such as **Adobe Firefly, Gemini Pro, ComfyUI, ChatGPT, Veo, and OpenArt AI** as part of **proof-of-concept (POC)** initiatives to explore automation, creativity enhancement, and workflow optimisation in 3D production.
- **Created high-quality, realistic textures** for characters, props, and environments across gaming and television projects, including **Guitar Hero, Marvel Ultimate Alliance 2 – Fusion, Slipgate (MMORPG), and Adventures of Chloe**, with additional work for Intel.
- **Conceptualised and executed ad shoots and multi-language film projects** featuring visual effects and motion graphics for renowned brands and partners including **BMW, Ford, Chevrolet, Sunsilk, Dazzler, Star Maa (Bigg Boss – Jr. NTR), Geetha Arts (Ghajini – Hindi, music by A.R. Rahman), and Sathyam Cinemas.**

EDUCATION & CERTIFICATIONS

Bachelor of Science in Visual Communication (B.Sc.) - CGI
Loyola Collage, Chennai
2001 - 2004 | Coursework Completed

High School Certificate (HSC)
Anjuham Higher Secondary School, Chennai
1999 - 2000

TOOLS & TECHNOLOGY

Autodesk Maya	Advanced	Unreal	Intermediate
Autodesk 3ds Max	Expert	PBR Workflow	Expert
Cinema4D	Advanced	USD Workflow	Expert
Substance Painter	Expert	ACEScg Workflow	Expert
Substance Designer	Expert	Adobe Photoshop	Expert
Substance Sampler	Advanced	Adobe Illustrator	Expert
Substance Stager	Advanced	Adobe After Effects	Expert
V-ray	Expert	Adobe Premiere	Expert
Arnold	Expert	Adobe Firefly	Expert
Autodesk Mudbox	Advanced	Hyper3D Rodin Ai (2D to 3D)	Expert
ZBrush	Advanced	Sparc3D / Hitem 3D	Expert
The Foundry Mari	Advanced	Open Art	Intermediate
Foundry Nuke	Intermediate	Gemini Pro	Intermediate