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Bharathidasan

3D CREATIVE MANAGER CGI PIPELINE & CREATIVE TECHNOLOGIES



ABOUT ME

Creative Technology leader with over 20+ years of experience building scalable CGI production systems, leading multidisciplinary 3D teams, and integrating emerging technologies into production pipelines.

Specializes in large-scale asset creation, real-time rendering workflows, pipeline automation, and production optimization across marketing visualization, gaming, and digital media.

Experienced in managing high-volume CGI production environments delivering tens of thousands of assets while maintaining consistent visual quality, optimized workflows, and efficient team collaboration.

EXPERIENCE

- | | | |
|----|---|---------------------------|
| 01 | Target - Manager CGI, Sr Art Director, Sr Surfacing artist
Bengaluru, India | July 2017 - December 2025 |
| 02 | SLK Softwares - Lead 3D Generalist, Visual Designer
Bengaluru, India | July 2010 - August 2012 |
| 03 | Big Block Inc - Lead Generalist
Santa Monica, California, USA | March 2012 - May 2012 |
| 04 | RedOctane (Activision) - Surfacing artist
Chennai, India | October 2005 - March 2009 |
| 05 | Pixaalaya Studios - Surfacing artist
Chennai, India | May 2003 - November 2004 |



CORE COMPETENCIES

CGI Production Systems

- High-volume asset production pipelines
- Look development and lighting systems
- Rendering workflows and production optimization

Real-Time & Emerging Technology

- Unreal Engine production workflows
- AI-assisted asset creation pipelines
- Procedural material systems

Pipeline Architecture

- USD, PBR, OpenPBR, OSL, Material X pipelines
- ACEScg color workflows
- Automation tools for 3D Production

Leadership

- Team building and mentorship
- Cross-disciplinary collaboration
- Production planning and project management

KEY ACHIEVEMENTS

Recipient of multiple excellence awards including Marketing Champ, Mr. Substance, and Director Award for outstanding contributions to Marketing CGI and 3D production.

Led the delivery of 30,000+ high-quality 3D retail assets across home and hardline categories, ensuring consistency, quality, and scalability.

Awarded Best Creative Technologies for developing optimized 3D production pipelines leveraging PBR, ACEScg, USD workflows, and automation tools.

Spearheaded the migration from Corona Renderer to V-Ray, automating the conversion of 3,000+ assets and improving production efficiency.

Built end-to-end production tracking systems using excel sheets, Jira, Agile/Scrum methodologies, Confluence, Miro, OneNote, and performance dashboards to improve project visibility and team productivity.

Developed a procedural texture library in Substance Designer, accelerating material creation and improving visual quality.

Created internal automation tools that enhanced material workflows, render consistency, and production efficiency across global teams.

Developed physically accurate shader networks, including advanced velvet materials for Corona and V-Ray rendering pipelines.

Designed standardized studio lighting setups for Corona and V-Ray, ensuring realistic and consistent visual output across projects.

Recruited, mentored, and developed artists from junior to SME levels, building high-performing 3D production teams.

Researched and implemented AI-driven 3D workflows using Rodin AI (2D-to-3D) to accelerate asset creation and production scalability.

Evaluated emerging AI technologies including Adobe Firefly, Gemini, ChatGPT, ComfyUI, Veo, and OpenArt AI to drive innovation, automation, and workflow optimization.

Created high-quality textures and materials for gaming, television, and commercial projects, contributing to titles such as Guitar Hero, Marvel Ultimate Alliance 2, Slipgate MMORPG, and Adventures of Chloe.

Delivered VFX, motion graphics, and CGI solutions for advertising and film productions supporting global brands including BMW, Ford, Chevrolet, Sunsilk, Star Maa, Geetha Arts, Intel, and Sathyam Cinemas.



EDUCATION

01	Bachelor of Science in Visual Communication (B.Sc.) - CGI Loyola Collage, Chennai	Coursework Completed 2001 - 2004
02	High School Certificate (HSC) Anjuham Higher Secondary	Completed 1999 - 2001

TECHNOLOGY STACK

3D & Rendering

3ds Max
Maya
Blender
Cinema4D
V-Ray, Corona & Arnold
Substance Painter, Substance Designer
Substance Sampler & Substance Stager
ZBrush
Mudbox
Mari

Creative Tools

Photoshop
Illustrator
After Effects
Premiere Pro

Pipeline & Production

USD Workflow
ACEScg Color Pipeline
PBR & Open PBR Material Systems
OSL, Material X

Real-Time

Unreal Engine
Unity

AI Tools

Rodin AI
Adobe Firefly
ComfyUI, InvokeAI
OpenArt, Runway, Figma Weave, Spaces, Sora
Nano-Banana, Gemini Pro, VEO