

ABHIJEET VARGHESE

CREATIVE DIRECTOR - DESIGN & ANIMATION



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[PORTFOLIO](#)



PROFILE

Over a decade of experience as a Creative Director to lead innovative Design, Animation, AR, VR, and Metaverse initiatives for Fortune 500 companies. Leverage expertise in cutting-edge technologies to push creative boundaries, drive immersive experiences, and elevate brand presence in evolving digital landscapes. Passionate about crafting compelling narratives and immersive worlds, I aim to inspire teams, exceed client expectations, and pioneer groundbreaking solutions that redefine industry standards.



EDUCATION

- Bachelors Of VFX and Animation.
- Certification of NLP - Neuro Linguistic Programming.
- Psychology - Yale University (Pursuing)



EXPERIENCE

January 2024 - May 2024

- Creative Head • PlugXR Reality
 - Direct creative design projects from concept to execution, ensuring high-quality deliverables within deadlines.
 - Spearhead creative direction for all aspects of augmented and virtual reality projects within the SaaS-based platform.
 - Conceptualize and develop captivating storyboards, ensuring alignment with client objectives and brand identity.
 - Design and customize templates for AR/VR content creation, optimizing user engagement and interaction.
 - Establish and maintain brand identity guidelines, ensuring consistency across all creative assets and communications.
 - Lead client interactions to understand project requirements, provide creative recommendations, and address feedback for continuous improvement.
 - Collaborate cross-functionally with development teams to integrate creative elements seamlessly into the platform.
 - Stay abreast of emerging trends and technologies in AR/VR to drive innovation and maintain competitive edge.
 - Developed visually appealing graphics, illustrations, and multimedia content for various marketing campaigns and digital platforms.
 - Collaborated with marketing and product teams to align creative strategies with business objectives and target audience preferences.
 - Conducted market research and competitor analysis to identify design trends and opportunities for differentiation.



CLIENTS



Amazon



Sony BBC TV



Nickelodeon TV



Indian Army



IndianOil Corporation



Dunkin Donut - UAE



Papa John's - UAE



Rockwell Automation

October 2022 - January 2024

• Creative Director • Consultant

- Provide strategic creative direction for design, animation, and marketing projects for clients in the USA, UK, and the Middle East.
- Collaborate closely with clients to understand their objectives and develop creative solutions that exceed expectations.
- Lead multidisciplinary teams of designers, animators, and marketers to execute projects on time and within budget.
- Manage client relationships, ensuring clear communication and satisfaction throughout the project lifecycle.
- Actively stay abreast of industry trends and incorporate innovative approaches into creative strategies.
- Successfully completed projects spanning branding, advertising campaigns, digital content creation, and more for diverse clients.

Sept 2021 - Sept 2022

• Creative Head • Rams Creative Technologies

- Oversee the strategy and creative direction of consumer requirements.
- Drive the creative process and empower everyone around to contribute to the process by leading the design and art team in all creative tasks.
- Solve complex visual problems and turn them into innovative, beautifully clear solutions.
- Develop and constantly improve the UX and UI.
- Ensure quality and style of the gameplay, artwork, music and audio assets.
- Allocate creative tasks to the design and art team.
- Collaborate with designers, researchers, product managers, product marketers and engineers to serve a global audience.
- Inspiring, enabling, and energizing a world-class creative team.
- Create and sustain a culture of excellence as a beloved leader of designers, illustrators, copywriters, animators and partnering with producers, program managers, and product marketing managers.
- Manage development of executions that strongly resonate with a range of audiences while maintaining consistency for the brand.
- Model inclusive behaviours and build a diverse organization that values, respects, and taps into different backgrounds and perspectives.
- Supervise all the creative development for Design, Animation, Augmented Reality, Virtual Reality & Animation.



SKILLS

- Creative Direction
- Interpersonal
- Communication Skills
- Innovative Thinking
- Adobe Softwares
- Figma Software
- Autodesk Software
- Detail Oriented
- Augmented Reality
- Virtual Reality
- Mixed Reality
- Design
- Animation

Jan 2016 - April 2021

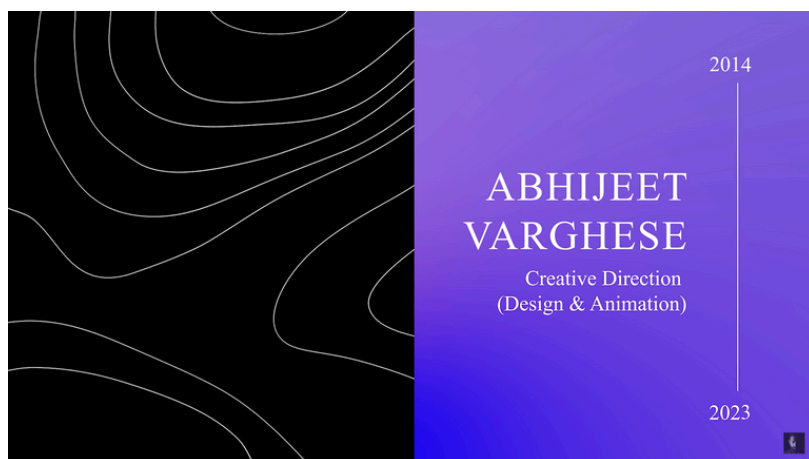
- Creative Director • Angel's Creations

Jan 2014 - Jan 2016

- Creative Project Manager • Arena Animation



PORTFOLIO



SKILLS & COMPETENCES

With over 10 years of experience, I bring a comprehensive skill set to the role of Creative Director, specializing in Design, Animation, AR, VR, and Metaverse. My leadership capabilities have been proven in Fortune 500 environments, where I've effectively led teams, fostered collaboration, and inspired creativity. I possess strategic thinking abilities, enabling me to identify trends and develop innovative solutions that drive competitive advantage. Technical proficiency is a cornerstone, utilizing leading software tools across multiple domains. My storytelling prowess ensures compelling narratives that engage audiences and convey brand messages effectively. Adaptability is key, allowing me to thrive in a rapidly evolving industry by embracing new technologies and methodologies. I excel in client relationship management, cultivating long-term partnerships and delivering customized solutions that drive satisfaction and results. Collaboration is fundamental, as I leverage excellent interpersonal and communication skills to foster cross-functional teamwork for successful project execution.