

# PC VIKRAM

## PROFILE

Profile: I am an Entertainment Industry Art Director and Animation film designer with Story, research and design as my core strengths spanning 20 years of varied experience in the entertainment industry as well as advertising. Constantly finding different spaces and canvases to project my creativity, my skills in art alone became multi faceted ranging from Pre-Viz and Pre production design for both animation and live action, Comic books and Gaming, Graphic Design, Digital Sculpting etc.

### My Journey:

I studied my design foundation at the National Institute of Design (NID in Ahmedabad) and quickly dived into career mode with a small stint in advertising with Trikeya Grey (Advertising) .

in 1995 I found a great opportunity in animation and helped form Millitoons, an Indian subsidiary of Millimages France and fast tracked my career with intense learning and working from ground up as an animator to very soon Chief Animator as i trained and helped size up the production from a team of 18 to 180 animation artists delivering whole episodes within a year . During this stint we had won the prestigious 'BAFTA' award for the series 'Pablo- the little red fox' which set the standards for the years to come.

From then on its been a journey where I constantly chose to be in the studios that best housed my interests in Animation design, pre-production or Comics.

Chandamama, JadooWorks, India heritage foundation (Iskon bangalore), Virgin comics and Big animation have been my abode for the development of original content and telling stories. The client list that I have served include international prestige such as Millimages France, Mike Young productions, WildBrain LLC, Walt Disney, Universal studios, Federal government of U.S.A, S4C Tv Uk, Virgin comics LLC etc, Nickelodeon to name a few.

I am one of the creators of “ Little Krishna “ Tvs for Nickelodeon India.

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From the year 2001 till present I have been playing a higher and turn key role in helping set up the creative vision and pipeline design for the companies and Individual projects Ive worked with.

In a previous job at Technicolor (I) Pvt.Ltd as a Senior Art director I wore different hats and catered to Designing and Supervising the Pre Production and animation on Mattels' Barbie Direct to home features initially, One of designs for a camping vehicle became a Toy eventually ! I designed and directed an exclusive Barbie holiday short as well.

I was Soon Selected as an Exclusive Overseas animation supervisor for Nickelodeon on Fan Boy And Chum chum Tvs, The last two seasons of Teenage mutant Ninja Turtles Tvs as well.

A high point was when Technicolor collaborated with Psyop Ny for the Coca Cola company and I was handed the task to Direct a Fanta commercial from scratch. Another similar opportunity was to work with Square Enix Japan on the Bravely Default Stereoscopic Trailer for the Nintendo 3ds release.

The most important part of my experience at Technicolor was that I was recognized specially for the client management and given charge of the creative part of client communication entirely.

I was Selected by the Technicolor/ MPC heads during a leadership meeting to train in MPC London to establish MPC Bangalore's' feature animation wing and appoint me as a supervisor.

For the past year I have taken time off from working for companies to develop the many stories I had written over the years and travel for research for the same, Im working on an ambitious five part story as a graphic novel for kids and parents alike as an outcome . Ive set up a Non profit guerrilla animation/films for a cause outfit and three short films are currently being produced.

Ive done this by connecting my teaching, training efforts as well as unofficial mentorship programs coming together with other NGO's I work with as a 'Pay it forward' community.

Moving forward I look for opportunities with companies in entertainment that have excellent understanding of consumer trends and study of demographics as I see that as a rewarding knowledge in exchange for my artistic vision.