

SHASHII KANTT SINGHH

CREATIVE ART DIRECTOR | FILMMAKER

ABOUT

I am a self-driven Creative Director, Filmmaker and a Storyteller with a knack for creative visualization, great understanding of Art, Design, Animation, Moving image and superb people skills as well as time and financial management skills to deliver a project that is on time, on budget and loved by clients and audience.

EXPERIENCE

ABSOLUTEARTT® ENTERTAINMENT

ABSOLUTEARTT® is a M&E startup constantly focusing on creating valuable content across **art and design, film, interactive and music.**

CREATIVE DIR & CO-FOUNDER | AUG 2021 - PRESENT

- **IDEA/CONCEPT:** Written/directed my first live-action short film 'In the Mind'. The film streamed on Amazon Prime Video, Produced 'Q' (streamed on Netflix), conceptualized a film-fund, curated stories, attached investors, brands and filmmakers to it.
- **OPERATIONAL/MARKETING:** Streamlined festival strategy, marketing & worldwide distribution (India, USA, UK, Japan, Germany) to streaming major Amazon Prime Video & Netflix resulting in film's demographic visibility and sales. Planned strategic release of films and soundtracks to Apple Music, iTunes, Spotify.
- **DIRECTORIAL:** Written/directed my second short film 'NANKU' (currently in post)
- **SERVICES:** Conceptualized/written original short films/TVC ideas, contributed in multiple capacities of work (screenplay, direction, artworks, design, edit, principle photography, aesthetics, look-dev, typography, composition etc.) for studio campaigns and creative projects ranging from digital campaigns, live-action, & animation. Made 20+ hyper casual games in a year with a micro-team of just 5.
- **TEAM BUILDING:** Established the design studio from scratch, hiring the right talent, setting KRA's, nurturing the entire team through in-house design workshops conducted by me on design thinking, design direction, Animation, UI/UX and market trends. Successfully delivered design and storytelling projects ranging from startups, mid-scale to large corps.



CONTACT DETAILS:

319 A, Regal, Shipra Sun City, Indirapuram
Ghaziabad 201014, Uttar Pradesh

Mobile: +91- 85888-21209/23629

Email: embraceheart@gmail.com

FESTIVAL SCREENINGS/AWARDS:

2017 MIAMI FILM FESTIVAL, USA

AWARDED/FINALIST | *IN THE MIND*

2017 GEOFILMFESTIVAL & EXPOCINEMA, ITALY

OFFICIAL SELECTION | *IN THE MIND*

2017 ASIA INTERNATIONAL YOUTH SHORT-FILM EXHIBITION, CHINA

FINALIST | *IN THE MIND*



BOOKMYSHOW/BIG TREE ENTERTAINMENT, MUMBAI

India's largest entertainment ticketing platform, developed by Bigtree Entertainment. Its platform allows users to buy tickets for cinemas, theaters, and sports.

CREATIVE DIRECTOR - TGITF | 2019 - 2021(CNST)

- Establishing design direction, toggling between teams, mediums and processes for 'The Great Indian Theatre Festival', an unparalleled celebration of culture, expression and vibrant storytelling. The impact of these spectacles go beyond entertainment as we plan to establish the festival as 'The World's Largest Theatre Festival'.



LIVEPIXEL TECHNOLOGIES, MUMBAI NAVI

A complete entertainment and innovation producer blending creative and technical expertise inspiring uniquely themed story driven ideas, imaginative concepts and creative content for channels from conception and design to execution and production.

ART DIRECTOR | 2014 - 2015

- Served as an Art Director for Gujrat government premiere 3D museum project 'Mahatma Mandir' spearheaded by honbl'e PM Mr Narendra Modi.
- Directed visual aspects of the museum across video, print, web and interactive.
- Also partnered and/or collaborated with filmmakers, historians, scientists, lead a team of interaction designers, UI/UX, 2D/3D designers and developers for successful implementation of design+technology.

EVERYMEDIA TECHNOLOGIES/DIVISION 91, MUMBAI

A digital experience company for evolutionary brands enabling branding, marketing, content and transforming businesses through creativity, technology and innovation.

ART DIRECTOR/CONSULTANT | 2012 - 2013

- Handled creative aspects of illustrated comic books for Yomics, a subsidiary of Yash Raj Films (YRF).
- Initiated/directed multiple creative pitches for PVR, Reliance Infrastructure & YRF.
- Collaborated with Red Chillies team for prototyping, asset creation and 3D printing Shah Rukh Khan figurines for Ra.One

ACADEMIC BACKGROUND:

COLLEGE OF ARTS, NEW DELHI

Bachelor of Fine Arts [BFA], Sculpting

MUV INSTITUTE OF DIGITAL ARTS, CHENNAI

Master's Certification in 3D Animation using Alias MAYA

CREATIVE SIDE OF THINGS:

FILMMAKING

Direction, edit, principle photography, color-grading

ART DIRECTION

Concept, psychology, look-dev, aesthetics, typefaces, color theory, composition

WRITING/STORYTELLING

Poetry, screenwriting, short stories & narratives

PHOTOGRAPHY

Portraiture, double exposure, cinemagraphs, plotas

ART+DESIGN

Doodles, branding, communication design, UI/UX, graphic design, 2D illustrations, 3D modeling

GAME DESIGN

Low poly, isometric, minimalism, wire-frame art, material design, forced perspective

TECHNICAL EXPERTISE:

WRITING

Final draft, Celtx, Werdsmith, Microsoft Word

ART+DESIGN (2D/3D)

Photoshop, Figma, Illustrator, Maya, Mudbox, ZBrush

FILMMAKING (PRE TO POST)

Final Cut Pro X, Logic Pro X, Da Vinci Resolve, Premiere, After Effects + A variety of tools and plugins.

GAME ENGINES

Unity+Playmaker, Construct, Buildbox 2D/3D

PRODUCTION MANAGEMENT

Word, Powerpoint, Excel, Studio binder, Shotgun

INDUSTRIAL HARDWARE

Digital Rapid Prototyping (ZCorp Printer)

APPS

Procreate, Sketchbook, FILMic Pro, Infinity, VSCO, Cinemagraph, Plotaverse, Lightroom etc.

CUSTOMER CENTRIA, MUMBAI

A global multi-channel digital agency that empowers enterprises with customer-centric products, solutions, services and consulting.

ANIMATION DIRECTOR - 3D CGI | 2010 - 2013

- Helped company in establishing 50 seater in-house art+design team from scratch implementing advanced workflows eliminating studio's dependency of outsourcing design work to foreign studios.
- Designed, developed, and implemented new tools and processes for 'Gojiyo', an award winning and internationally recognized 3D gaming/virtual world platform launched by Godrej, mainly focused to the Indian users to create awareness and enabling consumer experience Godrej products virtually.
- Assisted and contributed to multiple departments of work, including art, design and animation departments.
- Handled projects that involved 3D and/or Interactive for clients Taj, M&M, JPSI & Godrej.
- Worked closely with artists, designers to provide creative & technical expertise and solutions for projects by actively contributing to concept art, designs, set, props, lighting, and camera.
- Managed department's daily production activities, promoting growth, creativity technical skills by executing training programs across disciplines.
- Worked with creative director's. VP's and team leads to establish production related initiatives including pipelines, troubleshooting and expanding creative tool-sets.

DIGITAL ASIA CONCEPTS, BANGKOK (THAILAND)

DACL combines creative and technical artistry to create original stories in the medium of live-action and computer animation. Based in Bangkok, DACL operates under 'One stop film shop' concept, offering state-of-the-art services in script writing story-boarding, directorial services, live-action shooting, 2D/3D animation, motion control, SFX, compositing, editing, ADR & music.

ANIMATION DIRECTOR - 3D CGI | 2008 - 2010

- Technical direction on various TV commercials viz, Whisper, Singapore Arts Festival, P&G, ITC & Panasonic, working very closely with directors on screenplay, look-dev, pre-viz, animatics, digital sets, lights, camera and FX.
- Supported and worked with multiple departments, including modeling, animation, lighting, FX, and research and development for animated feature film 'Ramakein'.
- Enveloped and integrated workflow strategies within the department and collaborated with team members to insure successful integration across the studio
- As part of the management team, participated in strategic planning and implementation of global objectives.

DIGITAL ASIA SCHOOL OF ANIMATION, BANGKOK/PUNE

Digital Asia School of Animation is a leading training institute offering quality training programs in animation, gaming, virtual reality, SFX and Makeup FX. Digital Asia School of Animation is the only Canadian accredited training center of its kind in Thailand and India.

TECHNICAL DIRECTOR - 3D CGI & MENTOR | 2007 - 2009

- Advocated the idea of mentoring students of animation the way they learn, rather than the way we teach, developing students creativity and problem solving skills through practical assignments rather than only teaching.
- Member of the Technical Core Committee, actively developing school curriculum.
- A leading creative force behind all school AD campaigns ranging from print, web, outdoor & video.
- Established an In-house incubation center 'CGP Hub' for the school in Pune.
- Assisted students in handling live projects, showreel creation etc.
- As an artist, actively contributed to In-house workshops, seminars.

UNIQUE STRENGTHS:

- Team player with proven ability to lead and manage others.
- Good rapport with co-workers and clients.
- Great understanding of print, web and moving images
- Diligent and organised. Excellent time management skills.
- Experience meeting critical deadlines.
- Performing under pressure.
- Strong written and oral communicator.
- Thorough researcher.



MAYA ENTERTAINMENT/MAYA ACADEMY OF ADVANCED CINEMATICS, MUMBAI HO

Founded by Indian filmmaker Ketan Mehta, Maya Entertainment Limited (Maya Digital Studios/Cosmos Maya) is an animation studio, which develops and produces digital content for television, film, and games. It's education wing MAAC provides high quality training programs and has prepared thousands of students for careers in 3D animation, VFX, filmmaking & gaming.

SENIOR INSTRUCTOR (3D CGI)/ CG GENERALIST | 2005 - 2007

- Mentored students of animation, contributed to course curriculum.
- Conducted lectures on modeling, sculpting, texturing, lighting, animation, rigging, FX, film editing & digital painting.
- 24 fps: Technical and creative direction on student films.
- Research: Toolsets and pipeline (studio)

MUV STUDIOS/JADOO WORKS | BANGLORE/CHENNAI

CG ARTIST/GENERALIST | 2005

- MUV: As a CG artist, was responsible for a variety of 3D tasks including modeling, texturing for TV series 'Kiddo' produced by Marvista Entertainment and a direct-to-dvd feature film 'The Prime Squad' produced by WAMC International and Digital Dreams, USA.
- Jadoo: 3D Modeling and texturing.

EARLY FREELANCE - VARIOUS

ARTIST/ILLUSTRATOR

- Started working at high school, primarily sketches, illustrations, portraiture works to local clients/smaller studios.



ENTREPRENEURSHIP * AS FOUNDER/ARTIST

I had a short stint of entrepreneurship early where I explored myself, what I finally want to do and what NOT to do, running a startup taught me a lot about those quickly. I had failures and successes, learned a lot about new markets, operations, sales and marketing.

BAROQUE | 2009 - 2010

A collaborative visual art startup where I was trying to regularize Indian sculpture scene fusing traditional with digital arts, delivering one of a kind creative experience.

NAVYAHAM | 2010 - 2011

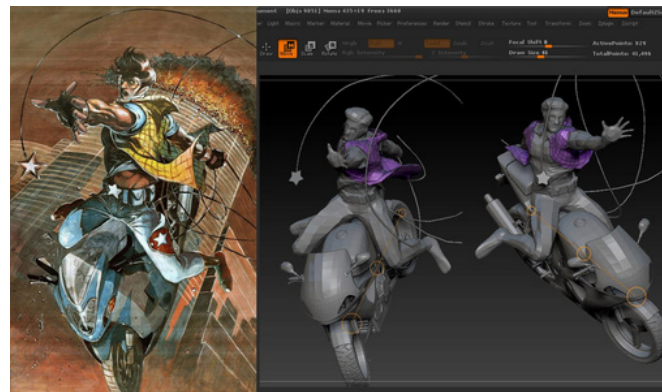
Artwear inspired from Indian ethnicity, history & mythology. The idea of introducing 'Kalavastra' or 'Artwear', we saw clothing not as a symbol of class distinction but as a canvas shaping a new creative experience, also an opportunity to make new things breaking old barriers and to go beyond the traditional boundaries of art.

INITIATIVES

IVIGILANTE!

iVigilante is a volunteer run, independent & artist curated multi-dimensional artwork tribute to Indian comic superheroes (1950's - recent times) featuring artists, writers, fans, publishers and everything in between.

The initiative got noticed by comic fans, publishers and media and I was invited for a session by ComicsFest India and TASI (The Animation Society of India)



GAME DEV

SCD | RETRIBUTION

A passion project between me and Raj Comics, India's largest comic book publisher.

SCD | Retribution is a mobile game based on the most beloved Indian comic superhero of all times 'Super Commando Dhruva'. The game is co-produced by Raj Comics and is designed to play on iOS & Android.

MEDIA/PRESS

- My articles/tutorials regularly got published in Animation Today, India's top magazine covering Indian animation/VFX & gaming related news.
- Interviews got published on AnimationXpress, Animation Galaxy etc.

SOCIAL

- Quora: [HTTP://BIT.LY/2TC1fG3](http://bit.ly/2TC1fG3)
- Twitter: @EMBRACETHEART
- Instagram : @EMBRACETHEART, @MINIMALOUGHTS, @THEUNSPOKENVIZ
- Youtube: [HTTPS://YOUTUBE.COM/EMBRACETHEART](https://youtube.com/embracetheart)
- Facebook: [HTTPS://FB.COM/SHASHIKANT.SINGH](https://fb.com/shashikant.singh)
- Pinterest: [HTTPS://PINTEREST.COM/EMBRACETHEART](https://pinterest.com/embracetheart)

LINKS (CLICK TO VIEW) *

- **IN THE MIND (FILM):** Prime Video ([link](#))
- **IN THE MIND (TRAILER/TEASERS):** YouTube ([link](#))
- **IN THE MIND (OST):** iTunes/Apple Music ([link](#))
- **IN THE MIND (PRESS KIT):** Slideshare ([link](#))
- **SHOWREEL/WORK:** [Dropbox \(link\)](#)
- **IMDb PROFILE:** ([link](#))



[HTTPS://BIT.LY/3V0KYYY](https://bit.ly/3v0kyyy)

