

Ranjani R

Creative Technologist | 3D & Visual Designer | Strategist
(862) 222-2240 | ranjani.ramakrish@gmail.com | [LinkedIn](#) | [Portfolio](#)

Visual Designer with 5+ years of experience crafting brand identities, interactive experiences and immersive digital content. My background spans branding, 3D design, and creative technology from startups to enterprise-scale launches for brands like L'Oréal, ASUS and Royal Enfield. I enjoy translating complex ideas into visual experiences through design, storytelling and emerging technology.

EXPERIENCE

Brand Designer & Program Facilitator, [ITP Camp at NYU](#), New York Jun 2025

- Designed the visual identity system for NYU ITP Camp 2026 across digital, print and event touchpoints, establishing a cohesive brand for workshops, performances and community programming.

Teaching Assistant, [NYU ITP/IMA](#), New York Fall 2025 & Spring 2026

- Supported students in developing and communicating complex ideas through visual storytelling, critique and presentation. Facilitated feedback sessions that emphasized clarity of narrative, interaction design thinking and research articulation.

Strategic Foresight Consultant, [Future Today Strategy Group \(FTSG\)](#), New York Sep 2025 - Dec 2025

- Researched emerging technologies, cultural shifts and consumer behaviors to envision how outdoor hospitality could evolve over the next 15 years for KOA Campgrounds.
- Designed future customer journeys, speculative scenarios and strategic narratives translating AI, XR, wearable technology and sustainability trends into actionable experience concepts.
- Presented strategies for future services, digital products and ecosystem partnerships that support KOA's vision for frictionless camping.

3D, AR & Visual Designer, Self Employed, Remote Jul 2021 - Jul 2024

- Designed and art directed AR filters, 3D motion design, characters, social content and illustrations collaborating with up-and-coming brands, agencies and studios; content reaching 30K+ views and 1K+ likes, lifting their brand visibility.

Lead, Visual Designer, [Flipkart Labs](#), Remote Nov 2020 - June 2021

- Designed immersive AR shopping experiences and campaign visuals for L'Oréal and ASUS ROG, bringing interactive product storytelling to millions of users.
- Led the visual production of 500+ high-quality 3D assets across Flipkart's AR ecosystem using Snap SDK. Improved visual fidelity across 1,000+ products using Blender and Substance Painter.
- Art directed and produced photoreal product imagery for product catalogs in Blender: modeling, lighting, texturing, rendering and compositing marketing-ready lifestyle images.
- Designed a cohesive illustration system of 50+ 3D icons across Flipkart's digital commerce experiences.

Visual Designer, [Scapic](#), Bengaluru, India Apr 2019 - Nov 2020

- Designed AR/VR experiences, 3D product visualizations, 360° walkthroughs, interactive web-based experiences and social media content for brands including Royal Enfield, SonyLiv, Wipro, Unilever, Celio, ICICI and WakeFit.
- Built and optimized 3D assets: modeling, texturing, lighting and rendering using Blender and Substance Painter for Scapic's in-house web AR viewer.
- Modeled and textured cloth-simulated 3D jackets, apparel and helmets for Royal Enfield's web-based 3D configurator, using a PBR workflow and optimizing large CAD files by 90% for seamless browser/OS integration.
- Researched and prototyped photogrammetry-to-AR workflows and developed 30+ AR templates and 3D asset packs for scalable e-commerce and interactive applications.

RECOGNITION

- Overall winning team** at [The MoMA x SPS hackathon \(2026\)](#)
 - Best software design winning team** at [The New School playful NYC hackathon \(2026\)](#)
 - Exhibited installations at ITP Spring & Winter Shows (2024 & 2025)
 - Tisch School of Arts Graduate Scholarship
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EDUCATION:

MPS in [Interactive Telecommunications Program \(ITP\)](#) | HCI May 2026

New York University, Tisch School of the Arts, New York, NY

BSc in Visual Communication Apr 2018

M.O.P Vaishnav College for Women (Autonomous), Chennai, India

SKILLS

Core: Visual Design, Ideation & Brainstorming, Storytelling, Branding & Identity, Art Direction, Interaction Design, Design Thinking, Game Design (Mechanics & Systems), Strategic Trend Forecasting, Social Media Strategy, 3D Modeling & Texturing **Design & 3D:** Adobe Suite (Ps, Ai, Ae, Pr), Canva, Figma, Paper, Blender, Substance Painter **Interactive Systems & Code** Unity, Cavalry, TouchDesigner, p5.js, [leaflet.js](#), Mapbox, Supabase, Pandas, SQL, HTML/CSS/JavaScript, Node-based programming, GitHub Projects **AI & Generative Tools:** Runway, ElevenLabs, ComfyUI, Cursor, Claude Code, Gemini, Google AI Studio, FLORA