

Asha Susan Alex

LinkedIn ashasusanalex.net@gmail.com • Portfolio

Animation Film Director & Designer

Animation filmmaker from India who loves to experiment with different mediums to tell stories.

EXPERIENCE

Viacom18/JioStar • 07/2021 — Present

Associate Producer

- Developed brand identities and packaging designs for VH1 shows
- Crafting engaging scripts and visuals for promotional and seasonal content.
- Creating graphics, motion graphics, and animations for both broadcasting and social media platforms. Contributed to the promotional content for iconic shows such as Roadies and MTV Hustle.
- Led the development of MTV NFTs for the FullyFaltoos Channel, designing assets, illustrations, loot items, GIFs, and UI elements for the launch website.
- Led pre-production efforts, including character design and asset creation, for beloved MTVBeats characters Honey & Mani.
- Creating the vision for client projects and company pitches
- Single handedly managed projects for Vh1 Shows like Vh1 LIT, Vh1 Front row, Vh1 Secret Stash Participated in the onboarding and hiring process at viacom18 for FullyFaltoos NFT project.
- Onboarded Freelance Artists for Projects.
- Played a key role in the creation and direction of MTV's "Vaccine campaign".
- Designed and worked on dynamic sports idents for Laliga Santander, Ligue and NBA Developed pitches for television, campaigns, and OTT platforms.
- Storyboarded for major live action promotional videos for MTV
- Animated and voiced character of the daughter from beloved series 'CC papa' series on comedy central.
- Creating engaging contents for Channel's digital platforms.
- Ideating different creative strategies for the channels.
- Creating digital assets for different channels for content marketing based on their brand identity and target audiences.

Studio Eeksaurus • 08/2019 — 05/2020

Animation Film Director

- Researched, conceptualized and executed a visually stunning animated short film titled "Elderly Empowerment," addressing social isolation and loneliness in older adults, garnering over 30k views within the first month of online release

Client - Aalap Desai • 01/2020 — 12/2020

Animation Film Director

- Conceptualized and produced visually engaging animated music videos for Aalap Desai, incorporating creative storytelling and matching the client's brand image, resulting in a 40% increase in YouTube views and an average engagement rate of 70%

Pratham Books • 05/2021 — 08/2021

Children's Book Designer

- Illustrator for Children's Book *"The Big Beach Clean Up"*

Dancing Atoms • 07/2021 — 08/2022

Concept Artist & Art Director (Freelance)

- Created and executed character designs and concept art for a feature film pitch, incorporating visual storytelling techniques to effectively communicate the narrative and vision of the project.

Otter Studios/Ghost Animation - 2018

Concept Artist - Preproduction Art (Freelance)

Illustrated Zine for India Band called Swaratma as well as create preproduction concept art for their Upcoming feature film.

SKILLS

Animation Cinema 4D, Adobe Photoshop, Tv paint, Adobe Creative Suite, Spline, Animation Software, ToonBoom, After Effects, Moho, Quill VR, Virtual Reality, Rive, Unreal Engine, blender

Editing Premiere Pro, After Effects

Artificial Intelligence Midjourney, Stable diffusion, ChatGPT, GenAI

Writing Storytelling, Krok.ai, Scriptwriting, Creative Writing, Briefing

Presentation Indesign, Power point, Google Slides

Management Asana Software, Monday

Interests Movies , Writing, Music, Sketching, Cooking, Virtual Reality, Gaming

Languages English , Hindi, Malayalam

AWARDS

Made A Difference award 2022 - Viacom18 - For innovation and proactiveness

Promax - Rocket award Nominee 2021 - Outstanding work

Animoje Film Festival Poland - Nominee for Best Animated Short film 2020

Sydney Indie Short Film Festival - Nominee for Best Animated Short film 2020

Oxford Film Festival - Nominee for Best Animated Short film 2020

Rushes National Film Festival- Nominee for Best Animated Short film 2019

Feminist Film Festival - Semi Finalist for Best Animated Short film 2019

Sacramento International Film Festival - Nominee for Best Animated Short 2019

Chaniartoon 2020 - Nominee for Best Animated Short film 2019

Dadasaheb Phalke National Film Festival - Finalist for Best Animated short 2019

Young Animators of India - Press

The Hindu

EDUCATION

Bachelor OF Design in Visual Communication

National Institute of Design • India • (GPA: 8) • 01/2015 — 03/2021

PUBLICATIONS

The Big Beach Cleanup • 05/2022

Pratham Books

VOLUNTEERING

Animation Workshop Assistant Under Guidance of Prof.Shekar Mukherjee • 08/2018

National Institute of Design • Gujarat