Atmika Atmana

Concept Designer

Whether it's worldbuilding for stories or brands, I don't just design; I orchestrate. With 8+ years of experience as a creative leader, I have crafted narratives and visuals that turn heads and spark conversations. At Studio Atmana, I approach every project with a blend of wit and precision—balancing the big picture with the tiniest details.

CONTACT

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PORTFOLIO

www.atmikaatmana.com

EXPERIENCE

Studio Atmana, Delhi — *Founder, Production Designer*

May 2023 – Current

- Directed **creative strategies** and **production design** for multimedia projects, including NuNuTv content with over 100M views on YouTube.
- Collaborated with Tal Fry to **conceptualize and execute large-scale event designs** for their annual flagship events.
- Led the **development of a new IP** combining storytelling, illustration, and product design to **create a cohesive brand experience**.

Zebu Animation, Bangalore — *Senior Concept Designer*

July 2021 – May 2023

- Oversaw **creative direction** for *LEGO DREAMZzz* on Netflix and Pharrell Williams' documentary *Piece by Piece.*
- Enhanced production processes by introducing design-friendly workflows, reducing retakes by 25%.
- Delivered workshops on storytelling, draftsmanship, and color design to upskill the creative team.
- Pitched original IPs and built presentations for new animation projects, securing buy-ins from stakeholders.

SuperGaming, Pune — *Lead Concept Designer*

June 2018 – September 2020

- Designed market-driven assets for *MaskGun* (50M+ downloads), boosting player engagement and revenue.
- Created UX wireframes and marketing visuals for the SuperGaming platform, improving user experience.
- Spearheaded a team to develop visually engaging social content, increasing community participation.

SKILLS

Environment Design

Character Design

Visual Development

Digital Painting and Illustration

Storyboarding

SOFTWARES

Adobe Photoshop

Adobe Premiere Pro

Sketchup

Figma

Notion

Miro

LANGUAGES

English, Hindi, Japanese

Freelance, Pune — *Concept Designer*

September 2020 – July 2021

Collaborated with diverse clients to deliver high-quality concept designs tailored to their unique creative needs:

- **Technicolor, Bangalore**: Designed storyboards, 2D backgrounds, and character concepts for animated and live action productions.
- **Bombay Play, Bangalore**: Created style frames, vibrant illustrations, and dynamic character designs for mobile gaming projects.
- **Ogre Head Studios, Hyderabad**: Conceptualized striking characters and creatures, blending imaginative design with functional storytelling.

June Gaming, Pune — *Concept Art Intern*

September 2015 – June 2016

- Environment design and Character design
- Splash Screen Illustration and Promotional Art
- Icon Design and Attack Effects Concept Art
- BoardGame to Digital Game Concept and Visualization

Pencillati, Delhi — *Concept Art Intern*

June 2014 – August 2014 | June 2015 – August 2015

- Character Design and Illustration
- IP development and Graphic Design

EDUCATION

FZD, Singapore — *Post Graduation in Entertainment Design*

June 2016 - May 2017

DSK Supinfocom Rubika, Pune — *Game Art and Management*

September 2013 - September 2015

Scholarship (2013 - 2014)

Merit based transfer (Skipped a year to join my seniors)

Winner - Annual Character Design Competition

St. Xavier's Sr. Sec. School, Delhi — *Phy, Chem, Maths, and Bio*

2000 - 2013

Xaverian Excellence Award : 2010-2011

Best Swimmer (2008,2009,2010)

Art Exhibitions :

Acrylic Paintings on Human Condition

Displayed at Zarah - Hauz Khas, Delhi (2012)

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