

ABINAYA SELVANATHAN

CHARACTER DESIGNER | VISUAL DEVELOPMENT ARTIST

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A creative & detail-oriented Character Designer with 3+ years of hands-on experience in illustration, visual design, & concept art. Passionate about bringing characters to life through compelling design, cultural research, & storytelling. A quick learner & collaborative team player committed to high-quality visual outcomes.

SKILLS Character Design | Visual Development | Prop Design | Background Design | Illustration | Concept Art
Costume Design | Storyboarding | Color Theory | Project Management | Time Management

SOFTWARE Photoshop | Illustrator | Clip Studio Paint | Canva | Procreate | Premiere Pro | Blender

EDUCATION Academy of Art University - **MA in Game Development (Concept Art)**
San Francisco | Feb 2022 - Dec 2023 | GPA: 3.758

Brainstorm Online School - **Concept Art Bootcamp, Character Design for Animation**
Remote | May 2022 & May 2023

Stella Maris College - **Bachelors in Visual Arts (Design)**
India | Apr 2013 - Mar 2017

EXPERIENCE DT360 - **Character Designer**
Santa Clara, CA | Nov 2024 - Aug 2025

- Created immersive characters for AR/VR applications.
- Designed 15+ stylized characters, enhancing interactive narrative & storytelling.
- Integrated culturally accurate costume designs based on historical research to support world-building.
- Contributed to the successful launch of two products by creating compelling marketing visuals and campaign assets.

BCTC - **Character Designer Intern**
Santa Clara, CA | Jan 2024 - Nov 2024

137Ewes Productions - **Character Design Intern**
Remote (USA) | Jun - Aug 2023

- Designed 3+ characters & supporting materials (turnarounds, callouts, expression sheets) for an episodic animated series called "Baapolis".
- Collaborated with artists to refine visual direction & maintain character, environment & prop consistency across scenes.
- Assisted in pre-production asset creation using Photoshop ensuring design-to-development pipeline alignment.
- Practiced stylized character silhouettes, tailored for animation pipelines.

Banana Brandworks - **Visualizer**
India | Jan 2020 - Oct 2021

- Developed concept illustrations, characters, & creatives for 30+ digital & print campaigns, targeting brand storytelling.
- Delivered client-ready assets for 5+ high-profile ad campaigns including Hyatt Regency, aligning with tight commercial deadlines.
- Designed visuals optimized for web, mobile, & social platforms viewed by 15,000+ users, ensuring compatibility with multi-format publishing tools.
- Supported cross-discipline teams with storyboard roughs, mockups, & pitch deck visuals for new campaigns.

PROJECTS Character Design - **Nilaa**
Mar 2023

- Conceptualized an original historical fantasy character for an RPG action game inspired by South Indian heritage, mythology, & classical aesthetics.
- Designed a comprehensive character sheet including turnarounds, call-outs & culturally informed yet contemporary costume variations.
- Work was selected for an exhibition at the Academy of Art University's Spring Show 2023, highlighting excellence in visual development.