

BHAAVYA MATHUR

3D & Visual Designer | Creative Technology & UX Strategy
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PROFESSIONAL SUMMARY

Designer of assets, stories, and slightly-too-ambitious timelines. I create immersive, emotionally resonant visuals across softwares, games, and campaigns by blending architectural precision with storytelling flair. Equal parts designer, worldbuilder, and chaos-wrangler, I thrive where creativity meets coordination.

EDUCATION

Southern California Institute of Architecture (SCI-Arc) – MS Fiction & Entertainment (Game Development Focus) | **2023–2024**
Focused on immersive world-building and game development using Unreal Engine.

Sir JJ College of Architecture – B.Arch (Specialization: 3D Modeling & Rendering) | **2018–2023**
Specialized in architectural visualization, 3D modeling, and public space storytelling.

SKILLS

Technical & 3D Tools: Photorealistic 3D modeling | Texturing | Lighting & rendering | Blender | Maya | Unreal Engine | V-Ray | SketchUp | CAD | Adobe Creative Suite

Design Systems & Visual Communication: Design system development (web/mobile/brand) | Visual identity | Layout design | Visual storytelling | Typography | Color theory | User-centered design

UX & Interactive Design: Wireframing | Prototyping (Figma, Adobe XD) | Usability testing | Performance metrics | UX iteration | AR/interactive flows | Creative tech & strategy

Soft Skills: Cross-functional stakeholder management | Agile pipelines | Fast-paced delivery | Creative direction | Mentorship | Team collaboration | Detail-oriented | Customer-obsessed | Data-informed | Adaptable to ambiguity

RELEVANT EXPERIENCE

UI/UX Developer – Allied IT Consultancy LLC | Oct 2024–Present

- Designed AR-integrated product flows, boosting clarity and engagement.
- Reduced UI friction by 25% through consistent visual systems.
- Built interactive prototypes in Figma and Adobe XD for stakeholder demos.

Visual Designer – SPERM RACING, Hollywood Palladium | Apr 2025

- Created stage visuals and branded environments for 1,000+ audience.
- Merged 3D spatial design with live AV coordination for immersive experience.
- Delivered full design package under 72-hour turnaround for event.

Production Lead – VIBE (Music Video, 50M+ Views) | Feb 2025

- Designed motion graphics and overlays aligned with artist branding.
- Acted as visual lead between creative and production teams.
- Managed design pipeline from pre-vis to final screen delivery.

Production Designer/ Art Director – The Juniper Tree (Short Film) | Jan 2024

- Built 3D sets to previsualize camera movement, lighting, and spatial flow (Unreal Engine).
- Led physical set construction under extreme time and budget constraints.

Founder & Graphic Artist – Malacus | Nov 2020– Aug 2023

- Directed visual branding across digital, print, and motion media.
- Boosted brand engagement by 25% via refreshed identity systems.
- Produced logos, illustrations, and animations in Photoshop & AE.

Architectural Intern – Hiten Sethi & Associates | Nov 2021– Jun 2022

- Designed spatial layouts aligned with client branding across mixed-use projects.
- Led intern team in rendering and visualizing projects for high-impact presentations.

PROJECTS

Game Dev & Visual Designer – Dragogal (Mobile Game) | Feb 2025

- Designed stylized 2D assets and effects across platforms (Photoshop and AI).
- Built score-based UX system to boost player retention (C# on Unity).

Level Designer & Visual Strategist – Ghar (VR Game) | Aug 2023– Dec 2024

- Built VR UI/UX systems for narrative and flow clarity.
- Designed modular environments and lighting for mood & gameplay.
- Created feedback loops guiding players through intuitive design.

Lead Visual Designer – Kaali Peeli (Narrative Game) | Aug 2023–Aug 2024

- Crafted HUDs, signage, and UI rooted in Mumbai's street culture.
- Used Unreal Engine to blueprint gameplay and test layouts.
- Developed motion interactions for immersive storytelling (rigging and animation).

Game Designer – Quarantime (Board Game) | 2022

- Designed game mechanics, UI, and levels inspired by pandemic life.
- Created a card-based system that guided player progression and win/loss conditions.