

# Abhilasha Swaroop

## Multidisciplinary Designer

### LinkedIn

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**strawycubes.com**

### Education

#### Masters of Fine Arts - Design and Technology

*Parsons School of Design*  
**New York City, NY**

Relevant Coursework:  
Mobile and Application Design, Interaction Design, New Media Art, Motion Graphics, Game Design, Web and UI/UX design, Digital Film making

#### Bachelors of Design - Creative and Applied Computation

*Srishti Institute of Art, Design and Technology*  
**Bengaluru, IN**

Relevant Coursework:  
3D Webpage Design, Mobile and Application Design, UI/UX, AR,VR

### Personal Summary

Creative Technologist specializing in AI-native storytelling, motion design, and interactive experiences. Expert at translating creative concepts into compelling visual narratives with sharp art direction across branded content, experimental films, and digital platforms.

### Experiences

#### AAMBC Inc.

*Graphic Designer*

**Remote**

*Sept 2025– Present*

- Refreshed and designed promotional graphics for events, including the AAMBC Awards and Lit Crawl
- Created branded social content and digital layouts to boost visibility across campaigns

#### IndieCade

*Video Editor*

**Remote**

*July 2025– Oct 2025*

- Edited and produced branded video content for Climate Jam and IndieCade Horizons
- Collaborated with game development teams to create short promotional trailers

#### Parsons School of Design

*Graduate Research Assistant*

**New York City, NY**

*April 2025– May 2025*

- Collaborated on research to streamline workflows for Lidar-based 3D scans
- Developed user-friendly methods to optimize 3D scanned models

*Graduate Teaching Assistant*

*Jan 2025– May 2025*

- Teaching Assistant for Immersive Storytelling with approximately 100 students
- Provided academic assistance to over 20 learners weekly during office hours

#### Viacom18 Network - MTV India

*Design Intern*

**Mumbai, IN**

*June 2022– July 2022*

- Designed logo concepts for 'Splitsvilla' reality TV show with 700M+ views
- Illustrated pixel MTV logos for Roadies special NFT launch

## Key Skills

- Advanced Photo & Video Editing
- Branding & Identity Design
- UI/UX Design
- Social Media & Digital Marketing Graphics
- Motion Graphics & Animation
- 3D Modeling (Blender)
- Interactive Design (Unity, Three.js)
- AI-Powered Creative Tools

## AI Explorations

### Google AI Studio

AI Interaction Designer

- Built immersive LLM-powered storytelling experience (Exoplanet Love Letters)
- Designed and prototyped interactive puzzle product (Word Ladder) using iterative AI development

## Experiences

### Atelopis

Co-founder

Mumbai, IN

July 2021– May 2022

- Edited and produced branded video content for Climate Jam and IndieCade Horizons
- Collaborated with game development teams to create short promotional trailers

### Viacom18 Network – MTV India

Design Intern

Mumbai, IN

July 2021– Aug 2021

- Rendered station bug animation for Independence Day, aired to 600M+ viewers
- Illustrated promotional posters for 'Comedy Basecamp' stand-up show

### Gaysi Family

Freelance Illustrator

Mumbai, IN

April 2020– May 2022

- Designed GIF animations raising LGBTQ+ community awareness
- Created graphics for blog with 61K+ followers, reaching 500-700+ people per post

## Projects

### L'Oréal Paris AI Video Campaign

AI Artist - Personal Project

Remote

Dec 2025

- Developed end-to-end AI-native campaign using Higgsfield and Freepik Spaces for premium luxury aesthetic
- Integrated AI voiceovers and custom AI-composed music to create cohesive, platform-ready advertisement

### Last Night - MFA Thesis

Lead Designer & Developer

New York City, NY

Aug 2024– May 2025

- Built narrative-driven interactive experience in Unity using 3D scanning and Blender
- Utilized AI to accelerate prototype development to under two weeks