# Vamsi Krishna Vemuri

**Art Director | Immersive Brand Experiences**

A Digital Art Director with over 6 years of demonstrated expertise in Design Management and a specialization in Architecture. Proficient in guiding projects through Art Direction, Virtual World Building, and creating compelling Immersive Experiences.

📍 **Frankfurt am Main, Hessen, DE**
🌐 vamzeekrriz.com
📱 **+49 157 70488934**
✉️ vamsikrishna.architect@gmail.com
in ◎ @vamzeekrriz

💬 English, Fluent
German, Basic
Telugu, Native
Tamil, Native

## Education

**2015 – 2017**
**M.A. Architecture & Aesthetic Practice**
Städelschule Architecture Class (SAC) Frankfurt, Germany

**2008 - 2013**
**B.Arch, Bachelor of Architecture**
SRM University Chennai, India

**2011 (6 Months Exchange)**
**BA (Hons) Architecture**
Birmingham City University, United Kingdom

## Professional Skills

• Art Direction

• Immersive Experience Design

• Motion Design

• Concept & Strategy Design

• Generative AI Design

• Presentation Design

• Project Management & Scheduling

• Team Management

• Virtual Event Management

# Professional Experience

### Art Director & Unreal Engine Consultant          Jun 2021 - Present
**Self - Employed**

Consulting Art Director and Generative AI Designer developing Immersive Brand Experiences, World Building, Concept Design, Mood Boards & Style Frames.

• Developing concept design in 2D/3D
• Designing Interactive Experiences
• Production of Mini Games & Real-time Applications
• Building Immersive Worlds
• Crafting Motion Design Style Frames, Animations & Cinematics.
• Creating design strategies for Brand Design Projects
• Managing Teams of Artists & Designers

### Freelance Unreal Engine Generalist          Mar 2024 - May 2024
**SPAFAX Media, UK**

Played an integral role in building 3D virtual environments for the new Lufthansa Safety Video. Actively engaged and collaborated with the Creative Director, VFX Team, Producers and Artists to ensure successful delivery of the Project.

• Engaged in 3D World Building for Virtual Production in Unreal Engine
• Developed Virtual Sets for Cape Town Beach (South Africa) & India Roof Tops.
• Responsible for Lighting & overall Design Development
• Created Particle Systems, Cloth Simulations, Custom Shaders to enhance Realism
• Crafted Generative AI Backplates based on the Creative Direction
• Actively coordinated with Artists and VFX Producer to ensure Quality Control.

### Real Time Design Consultant          Apr 2024
**Zeitguised, Berlin**

As a Real time Unreal Engine Consultant, I developed simulation systems and material shaders for the live visuals at the F1 Concert performed by Alicia Keys.

• Consulted with the team on various Creative and Technical Workflows.
• Developed Crystal Material Shaders, Force Fields based Simulation Systems.
• Conducted workshops on various features and functionalities in Unreal Engine.

### Freelance Unreal Engine Generalist          Dec 2023 - Jan 2024
**Quite Brilliant**

Engaged in developing Worlds for Virtual Production (indirectly) for Spafax & Lufthansa towards creating the new Lufthansa Safety Video.

• Developed first iterations of Virtual Sets for Cape Town, Munich, Japan & India
• Responsible for lighting and set design development.
• Coordinated and briefed other Artists in developing different environments.

### Asst. Art Director          Jul 2023 - Dec 2023
**Journee Technologies**

Played a pivotal part in the success of Macy's mStyle Lab, EY World, Industrial Metaverse 4.0, & Immersive Commerce Demo 2024, while actively contributing to ongoing projects with BMW, H & M, and Cartier.

• Actively involved in Visual Research, Client Coordination and Communications
• Crafted Mood board / Style Frames & supported Art Direction leveraging Gen. AI
• Daily alignment with artists to provide input and feedback
• Mentored and guided a team of artists, boosting the team morale
• Coordinated with Producers on timelines, scheduling and project implementation
• Developed Creative Decks for various Clients and Internal Presentations

### Co-Founder & Director          Jun 2020 - Present
**Futurly**

Managing & Co-curating Courses, Workshops, Events & Collaborations globally with a team of 25+ instructors and 4000+ learners from 50+ countries.

• Educated over 1000 designers to create Immersive & Interactive Experiences.
• Developed & Implemented Visual Guidelines for Brand communication
• Technical Frontend / Backend Pipeline Management
• Coordinating with Instructors & Media Team for Content Delivery & Live Sessions

## Technical Skills

• Unreal Engine 4.xx, 5.xx

• Adobe Suite + After Effects

• Figma, Adobe xD

• Generative AI: Stable Diffusion, Control
  Net, Comfy UI, Automatic 111
  Midjourney, Pika Labs, Leonardo AI

• Blender

• Maxon Zbrush

• Da Vinci Resolve

## Certification

Unreal Engine 5 Authorized
Instructor Partner



**Instructor Partner**
2024

## Interests

Video Games I Generative AI |
VR Fitness | Cinema | Immersive
Technologies | Digital Art | Research I
Behavioral Psychology | Metaverse |
Futures Research

## Professional Experience

### Founder & Creative Director
**Sep 2017 - Aug 2020**
Flux Real

Managed & Co-created Immersive & Experience (XR) Design Projects, Branding
Projects for Global Clients. Developed Award Winning Speculative & Experiential
Projects that have been exhibited in US, UK, Germany, Latvia, India & Japan.

• Developed Ideas & Concept Frameworks in 3D & 2D.
• Built Cross-functional teams of Artists, Developers, Architects & Designers.
• Implemented Real-Time Workflows and developed projects in Unreal Engine

### Senior Architectural Associate
**Aug 2014 - Jul 2018**
### Lead Design Architect
**Jul 2013 - Jul 2014**
The Bharghav Group

Managed Architectural Design & Competition Division, leading a team
of 7 Architects & developed Award-Winning Project Proposals & Commissions.

• Led the team in developing Fast Track Project Proposals in 30 - 90 Days.
• Implemented Real-Time Visualization & VR Walkthrough Animations.
• Trained the Design Team with Advanced Tools & Techniques.
• Worked with the Marketing team & developed a Re-branding Campaign with a
  new Corporate Identity.

## Awards & Recognition

### Macy's mStyle Lab | Webby Award Winner
**2024**
Contributed in Art Direction & Creative Production of the Project

### SerienCamp Conference | Invited Panelist
**2024**
Ethics, Aesthetics & AI: Creativity in the Age of Machine Intelligence

### D2 CONFERENCES | Invited Speaker
**2023**
Role of AI for Designers & Artists, Vienna

### CAPSTONE PROJECT | Team Winner
**2022**
Summer of Unreal 2022 Bootcamp /Germany

### BEST IN EMERGING TECHNOLOGIES | Category Winner
**2018**
AIA KROB Architectural Delineation Competition 2018, United States

### TEDx India | Invited Speaker
**2018**
BIT Mesra,Topic: Speculative Fictions & Remixed Realities