

# ASHWATH ATHREYA

FX / CFX Artist | 3D Generalist | Technical Director

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## PROFESSIONAL SUMMARY

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FX / CFX Artist and Technical Director with a strong foundation in Houdini and Maya, specializing in muscle, cloth, hair, and feather simulation, particle systems, fluid dynamics, RBD, and crowd simulations. Experienced across the full CFX pipeline — from rigging and topology transfer to final shot delivery — with a track record of building reliable procedural workflows under production pressure. Currently operating an independent product design practice, including Frameshift, a self-initiated tool that applies product design thinking to VFX shot review and pipeline workflows. Known for systems thinking, calm collaboration with rigging and animation teams, and a commitment to leveraging technical depth in service of visual storytelling.

## SKILLS

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**Simulation:** Muscle, Cloth, Hair, Fur, Feather Simulation, Particle Systems, Fluid Dynamics, RBD, Crowd Simulation

**3D Production:** 3D Modeling, Texturing, Lighting, Shading, Rigging, Topology Transfer, Look Development

**Pipeline & Tooling:** Procedural Workflows, Pipeline Tooling, Python Scripting, AI-Assisted Design Workflows

**Collaboration:** Cross-Department Coordination with Rigging, Animation, and Lighting Teams

## SOFTWARE

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Autodesk Maya, Houdini, Nuke, Unreal Engine, Ziva, Wrap 3D, Substance Painter, Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Adobe Premiere Pro

## WORK HISTORY

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### Product Designer — Athreya Inc. (Independent Practice)

Sep 2023 – Present

*End-to-end product design across client work and self-initiated concepts. Frameshift applies this thinking directly back to VFX production workflows.*

- Designed user flows, information architecture, and high-fidelity interfaces in Figma for web and mobile products.
- Built AI-assisted web-based prototypes using modern frameworks to simulate real product behavior and validate UX decisions.
- Translated business and brand requirements into cohesive visual systems, design patterns, and screen-level UX decisions.

### Selected Projects

#### Frameshift — Production Workflow & Review System for VFX Pipelines

- Self-initiated concept built from direct experience inside VFX production: a tool for managing complex shot workflows, review cycles, and multi-department handoffs across CFX, animation, and lighting.
- Improved visibility and prioritization across active shots, enabling faster decision-making in time-sensitive production workflows.

#### Avkash Ventures — Luxury Real Estate Web Product

- Designed a brand-aligned web product and visual system for a luxury real estate client, balancing visual craft with conversion-oriented structure.

### **Neighborly & Seva — Service Marketplace Platforms**

- Designed end-to-end UX for service discovery and booking, with high-fidelity prototypes deployed for real-world validation.

### **3D Artist — Freelance**

Jan 2019 – Present

- Delivered photorealistic VFX and CFX work across diverse projects, applying procedural workflows in Houdini and Maya.
- Maintained up-to-date knowledge of industry trends and advancements in VFX technology, incorporating new techniques into production workflows for continuous improvement.
- Established consistency across VFX elements by setting guidelines for lighting, color grading, and particle effects.

### **CFX Intern — Rodeo FX, Montreal, QC**

Jun 2023 – Aug 2023

- Analyzed cloth simulation setups to elevate animation quality on production shots.
- Documented procedures and facilitated knowledge sharing across the CFX team.
- Supported process optimization to ensure timely project delivery.
- Developed functional solutions to recurring simulation problems, contributing to cost savings.

### **CFX Artist — OVFX, Baltimore, MD**

May 2020 – Jan 2022

- Constructed detailed muscle simulation pipeline using Ziva in Maya for character work.
- Collaborated with rigging teams to align character setups with simulation requirements.
- Standardized topology transfer processes using Wrap 3D to ensure data consistency across departments.
- Executed cloth simulations using Maya nCloth for production shots.

### **Mentored Class — The Mill, Savannah, GA**

Sep 2017 – Dec 2017

- Completed Advanced Technical Compositing program at SCAD, mentored by The Mill.
- Collaborated on group projects to deliver professional-quality compositing work.

### **Multimedia Specialist — KBS Consultants, Chennai, India**

Mar 2013 – Jun 2015

- Managed a multimedia team producing animation and graphic design for marketing materials.
- Designed engaging graphics and animations for presentations, websites, social media, and marketing collateral.

### **Multimedia Specialist — Innovent Engineering Solutions, Bangalore, India**

Jan 2011 – Feb 2013

- Created 3D engineering animations to simplify complex technical concepts for client communication.
- Built visualizations that helped engineering teams communicate intricate systems to non-technical stakeholders.

## **EDUCATION**

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**VFX — Technical Director** — Campus VFX / Lost Boys Studio, Montreal, QC | Sep 2023

**BFA, Animation** — Savannah College of Art & Design, Savannah, GA | Nov 2018

**Maya — 3D Animation, Certificate** — Graffiti Animation Training, Bangalore, KA | Sep 2012

**Bachelor of Commerce, Corporate Secretaryship** — D.G. Vaishnav College, Chennai, India | Jun 2010