

# Devanshi Gupta

Experienced art lead and aspiring creative director with a strong background in concept development, research, and art direction. I live to turn mere ideas into visual symphonies, bringing raw, unapologetic innovation and relentless pursuit of perfection to every creative endeavor.

Based in India

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[Portfolio Website](#)

[LinkedIn](#)  
[Instagram](#)

## EXPERIENCE

### **Totality Corp, Gurugram — Art Lead**

AUG 2022 - PRESENT

As the art lead, with experience spanning various projects, I actively contributed to the conceptualization of our innovative product, [Never AI](#) and [Never Kids](#), centered around AI image generation, including the exploration of stable diffusion and other cutting-edge AI models. I spearheaded the development of comprehensive pipelines for all essential workflows within this product. Additionally, I took the lead in guiding the art team for our Doppel project, which specialized in creating lifelike 3D avatars using just three selfies. My role extended beyond artistry, as I fostered collaborative relationships with game development, design, and marketing teams, serving as the art lead for both Never AI and Rock Paper Scissors Game, ensuring seamless integration and alignment across departments.

### **Totality Corp, Gurugram — 3D Artist**

MAY 2021 - AUG 2022

During my role as 3D Artist, I developed a strong foundation in 3D game asset creation by excelling in modelling, texturing, lighting, and rendering using Blender and Unity. My expertise extended to FX creation for games within the Unity engine, enhancing gameplay immersion. I actively contributed to projects like [Zionverse](#) (Chausar, Rummy & Vijayidash), and an unreleased game titled [Rannbhumi](#). Furthermore, I applied my creative skills to produce 3D voxel NFTs inspired by Indian Mythology, including [Laxmi](#) and [Trimurti](#), showcasing my ability to blend traditional elements with modern technology for innovative digital artistry.

### **Totality Corp, Gurugram — Animation Intern**

FEB 2021 - MAY 2021

As an animation intern, I honed my skills in 3D animation by creating captivating content for Minecraft and Roblox entertainment YouTube videos. My responsibilities included crafting dynamic 3D animations that added depth and excitement to the gaming experience. Additionally, I contributed to the creative process by storyboarding for

## SKILLS

Creative Leadership

Visual Design

Art Direction

Concept Development

Creative Brainstorming and Research

## SOFTWARE SKILLS

**Digital Content Creation:** Adobe Creative Suite (Photoshop, AfterEffects, Premier Pro, InDesign, Illustrator, Lightroom), Figma, Canva, Wix, ProCreate, Blender, Autodesk 3DSMax, Autodesk Maya

**AI Content Creation:** Stable Diffusion - Automatic 1111 + Comfy UI, Midjourney, Runway, Dalle, Invideo

**Task Management:** Notion, Atlassian Jira, Trello, Microsoft Office Suite

## LANGUAGES

English, Hindi

[Minecraft and Roblox videos](#), ensuring a cohesive narrative. I also played a role in generating [innovative video ideas](#) and piecing together rough edits in Premiere Pro, contributing to the overall production quality and viewer engagement.

## EDUCATION

**University of Delhi** , Delhi — *B.Voc Web Designing*

JULY 2018 - MAY 2021

**MAAC**, Delhi — *Advanced Diploma in Animation and VFX*

JULY 2018 - JAN 2021

## CERTIFICATIONS

**Google: Foundations of User Experience Design -**  
[Certificate](#)

Issued Mar 2024

**Google: Start the UX Design Process: Empathize, Define, Ideate -** [Certificate](#)

Issued Mar 2024

**Google: Build Wireframes and Low Fidelity Prototypes -** [Certificate](#)

Issued Mar 2024

**Google: Conduct UX Research and Test Early Concepts -** [Certificate](#)

Issued Mar 2024

**Adobe Certified Associate in Digital Video Using Adobe Premiere Pro -** [Certificate](#)

Issued Dec 2018

**Adobe Certified Associate in Visual Design Using Adobe Photoshop -** [Certificate](#)

Issued Sep 2018

**NASSCOM IT-ITeS SSC Junior Software Developer-**  
[Certificate](#)

Issued Dec 2018

**NASSCOM IT-ITeS SSC Web Developer-** [Certificate](#)

Issued Sep 2019

