



<https://www.reechik.com>

REECHIK BANERJEE

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Education

International Indian School | Dammam, Kingdom of Saudi Arabia
Science with computer
12th Standard (CBSE)
2019

Srishti Institute of Art, Design and Technology | Bangalore, India
Digital Media Arts
Bachelors of Fine Arts (BFA)
2019-2023

Technical Skills

- Traditional and Digital illustrations
- Sculpting
- Photoshop
- After Effects
- Premiere Pro, Editing, Film-making
- Illustrating and Animating in 2D
- Direction and Storyboarding
- Project Management

Professional Experience

Senior Designer and Illustrator (March 2025 -)

Unfit Studio

- Animated and led the title sequence for the movie, "Bhabiji Ghar Par Hain - Fun on the Run".
- Defined creative direction and delivered end-to-end design solutions for client and internal projects, including menu design and visual asset creation across print and digital platforms, from concept through final production.
- Led the conception and execution of an AI-generated music video for Lucky Ali's "Subah Ke Taare," experimenting with emerging AI workflows and overseeing the project from ideation to release.
- Oversaw design quality, consistency, and creative standards across deliverables.

Freelance Animator and Illustrator (Sep 2024 -)

- Worked across illustration, animation, and art direction on diverse freelance projects for brands, publications, and cultural organizations;
- Including stop-motion animation and shoot direction for a **Nestlé** campaign with **Hogarth**; <https://www.youtube.com/c/AskNestl%C3%A9>
- Illustration and visual development for an animated public health film with **Ghost Note Media** and global health partners;
- Editorial illustrations for **Current Conservation**; <https://www.currentconservation.org/exploring-the-arctic-tundra-with-lumi/>
- Conceptualization and illustration of a culturally grounded children's picture book for **Dakshin Foundation** in collaboration with communities in the Andaman Islands; <https://dakshin.org/childrens-book/>
- Lead illustration and concept development for a proposed animated short film on Kochi's historical spice trade for **India Foundation for the Arts**;
- And the design and illustration of educational picture books and puzzles for **Aadarsh Publication**.
- At **Harkat Studios**, animated a short sequence for the trailer launch of Ranbir Kapoor's **ARKS**, handling storyboard-to-final execution for the animation sequence. <https://www.youtube.com/watch?v=HPS0DdzV55g>

Stop Motion Animator and Prop Artist (May 2024 - August 2024)

IDC, IIT Bombay

- Worked on the animated claymation project, "Chalisa", under professor and animator Swati Agarwal. https://www.youtube.com/watch?v=byas2EoAOYY&list=RDbyas2EoAOYY&start_radio=1
- Designed and sculpted all the clay props and backgrounds.
- Assisted with lighting and defining the set.
- Planned out a timeline of 3 months for the team, to complete all the stages of production.
- Tested and experimented shots before final shoot.
- Assisted with animation direction and animated some of the shots.

Stop Motion Animator (2023)

Nescafe Stop-motion Advert

- Did the stop-motion animation for the Nescafe red mud advertisement.
- Worked and consulted as the animator along with Nupur Bhargava and Mark D'Rosario.

<https://www.youtube.com/watch?v=5n4J9duyqeQ>

Illustrator and Animator

Jumbaya Talesfarm Pvt. Ltd. (Sep 2023 - March 2024)

- Ideated, visualized, illustrated and directed, "The Tiny Tree" and "What are monsters made of?" that are stories on the app.
- Storyboarded and illustrated several chapters of Jumbaya's Ramayana for the app.
- Designed banners and standees for the company's participation in Kukdukoo LIT Fest, Delhi.
- Filmed and interviewed the team to make a kickstarter intro video for funding a future project, edited the same as well.
- Edited the Ramayana BTS video that shows the process behind the making of Jumbaya's Ramayana.

Art Direction, Animator (July 2023)

Tiger Baby Films

- Storyboarded a version of the intro to Zoya Akhtar's, "The Archies".
- Created and illustrated some of the assets that was later used in the final intro.
- Co-ordinated with a team of three to creatively execute the design brief.

Storyboard Artist/Graphic Visualizer (2023)

Custom Technologies

- Worked with Custom Technologies, Mumbai, for a freelance contract as a storyboard artist for visualizing medical explainer videos in 2D, AR and VR. Ideated their modules for the same.

Freelance Editor and Animation consultant (2022)

- Edited reels for NNNOW as a freelance project. Link: <https://www.instagram.com/heynnnow/?hl=en>
- Aided with post animation composition work for the music video "kyun hota hai"- Tanmaya Bhatnagar. https://www.youtube.com/watch?v=uBLQ2MfxjeQ&list=RDuBLQ2MfxjeQ&start_radio=1

Film Intern (May 2022 - July 2022)

Studio Ainak Internship

- During my internship under Director Suruchi Sharma, I actively contributed to various aspects of project development, encompassing ideation, visualization, and execution.
- Leveraging my expertise as an illustrator and animator, I provided valuable support to the film studio. Notable achievements during this period include the design and implementation of Studio Ainak's website, as well as my involvement in pitch development, where I gained insights into pitch bible breakdowns and designs.
- Additionally, I played a key role in assisting the director during the pre-production phase of forthcoming projects.

Storyboard Artist/ Visualizer (Aug 2021 - Dec 2021)

Unreal Engine Short Film Festival

- Illustrated concept art and storyboard for a collaborated project with Holocraft Studios (Tamil Nadu) and MeltingClock Studios (Mumbai) for the Unreal Engine Short Film Festival 2021.
- Was heavily involved in the pre-production process with the director Vasudha Rungta and the Holocraft team which led to the creation of our film, Lucid. <https://youtu.be/6AhxxOs7Q1c>

Director and Animator (2021)

The Procrastinator

- Made a short experimental animation called "The Procrastinator" that got an official selection for the 10th Bangalore Shorts Film Festival 2021 and Festival international du court-métrage Brèves d'Images. <https://youtu.be/jFWXmRPROas>
- This is a personal experiment that I had done during my third year of college. The experiment here include a mix of visual mediums (color pencils, live action, pastels, inks) and animation techniques (stopmotion, traditional, digital, rotoscropy).

Director and Animator (2020)**Homecoming Video Project**

- "When a few netizens collaborated to share stories of suffering migrants through art; something transpired." A collaboration with artists online, initiated by Studio Ainak. Made my experimental animated short, "No Looking Back now" thanks to this opportunity. <https://www.ainakstudio.com/homecoming-video-project>

Visual Artist (2020)**Amche Mollem**

- <https://www.instagram.com/mymollem.goa/?hl=en>.
- Worked with the mymollem community as a visual artist to spread awareness about the 3 mega-infrastructure projects cutting through the biodiverse Bhagwan Mahavir Wildlife Sanctuary & Mollem National Park, Goa.

Animator, Illustrator and Editor (2020)**Zomato advert**

- Collaboration with Melting Clock Studios, made an advertisement for the Zomato lockdown ad competition.
- Co-directed, storyboarded, character designed and animated the short in 4 days.
https://youtu.be/2Cz1tC_Flj0

Animator, Illustrator and Editor (2019-2022)**Poetry People**

- Worked and collaborated with Poetry People to animate and illustrate a few of their songs.
<https://www.youtube.com/watch?v=C2Zxuw2qg2w>