

ANIRUDH VENKATESAN.

CREATIVE SYSTEMS LEAD

One operator. Six disciplines.
Sixteen years, billed under a
single studio.



A SIXTEEN-YEAR LEDGER



'11	■ AIESEC · VP Communications & Information Mgmt	VIDYANAGAR, GJ
'12	■ Freelance Designer & Photographer	GUJARAT, IN
'13	■ Graduated, Filmmaker, self-employed	VIDYANAGAR, GJ
'14	■ Freelancing Photographer, Filmmaker, Designer	INDIA
'15	■ Chhello Divas · Unit Still Photographer	AHMEDABAD, GJ
'16	■ Visiting Faculty SEMCOM	VIDYANAGAR, GJ
'17	■ Co-Founder · Pixelate · Startup Weekend winner	INDIA
'18	■ Promoter · Author Khayaal Patel	DUBAI, UAE
'19	■ Guest Lecturer · CVM College of Fine Arts	VIDYANAGAR, GJ
'20	■ Research Associate · OCTO Advisory	VADODARA, GJ
'21	■ NEAR Accelerator · \$15K Fast Grant	REMOTE
'22	■ Founder & Director · Haus of Pixels OPC	ANAND, GJ
'23	■ Director & Producer · Buddy Tales	REMOTE
'24	■ Co-Founder · Kind Health Gestures	RIGA, LVA
'25	■ Visual Design Consultant · Rabble Labs	REMOTE
'26	■ Creative Technologist · anirudh.website	PUDUCHERRY, IN



500K+ views · Chhello Divas · Youtube	2015
Startup Weekend winner	2017
\$15K NEAR grant	2021
Visual systems for 3 products · Rabble Labs	2026



- 15+ Brands
- 10+ Logos
- 3 Packaging Design
- 7 Websites
- 5 Apps
- 100+ Design Systems

LEADERSHIP & EDUCATION

5+ Teams Led
Guest Lecturer
3 Years AIESEC
4 Months Auroville
15+ years of self
employment



- 8+ Corporate Films
- 2 BTS Documentaries
- 15+ Wedding films
- 2 music videos
- 5+ Ad films
- 3 Travel Films



5 Research Projects
10+ Projects
30+ cities
9 Countries



Pixelate protocol
Kind Health Gestures
Blockchain research
AI Gen protocols
AI Video production

01. HAUS OF PIXELS
CREATIVE STUDIO

BRANDING • PRODUCTION • CONSULTING

Founder and creative lead of a multidisciplinary studio delivering brand systems, films & campaigns for 15+ brands across sectors.

BRANDING FILM CONSULTING DESIGN



BRAND IDENTITY

Strategy, Identity systems & Guidelines



FILM PRODUCTION

Corporate Films, TVCs & Documentaries



DESIGN SYSTEMS

Layouts, Typography & Visual Language



STRATEGY & CONSULTING

Creative Direction & Brand Advisory

15+ BRANDS

13+ FILMS

7+ WEBSITES

100+ DESIGN SYSTEMS

MY ROLE
Founder, Creative Direction, Production, Brand Strategy

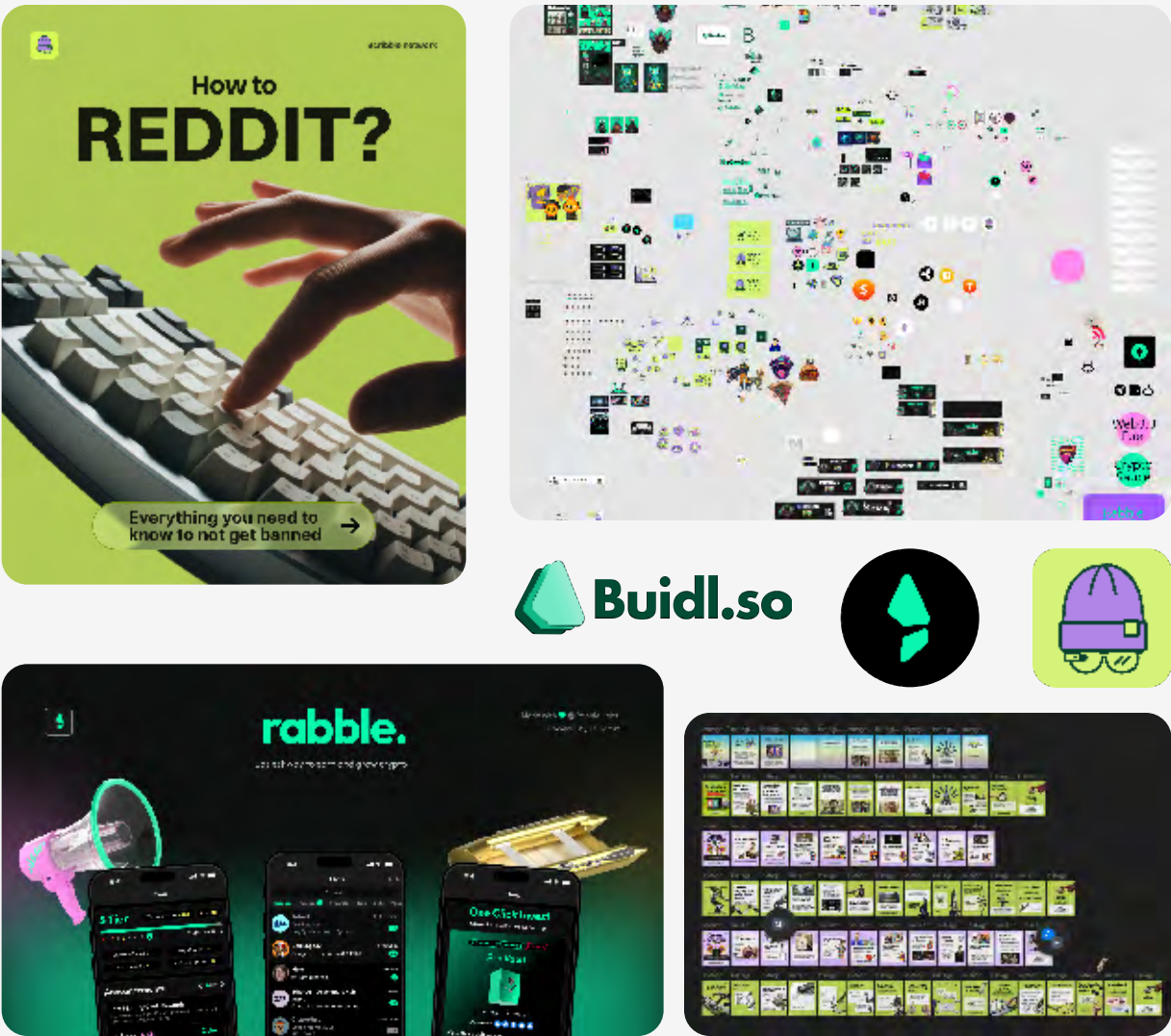
02. RABBLE LABS

BRANDING • AI PRODUCTION • CONSULTING

Hired as Visual Design Consultant into a blockchain-native product startup and expanded across four departments: branding, product, AI workflows and communications. Built and maintained the visual language for three branded products, ran the full AV production pipeline from podcasts and UGC to explainer films and Gen-AI production, and shipped 100+ layout systems across 20 months.

A culture of ownership over approvals, where ideas won on merit the conditions I do my best work in.

BRANDING PRODUCT CONSULTING DESIGN WEB3.0



BRAND IDENTITY

Created and maintained visual language for 3 branded products



FILM PRODUCTION

Full production pipeline support from Podcasts, UGC videos, explainer videos & Gen AI production



DESIGN SYSTEMS

Layouts, UI elements, Product components, Typography & Visual Language



STRATEGY & CONSULTING

Creative Direction, Product Design & Brand Advisory

3 PRODUCT BRANDS

20+ AV FILMS

4 DEPARTMENTS

20 MONTHS

MY ROLE
Visual Design Consultant

03. PIXELATE PROTOCOL

FOUNDER • WEB3.0 • FUNDING

Pixelate began with a simple question: can photography become a self-sustaining digital economy? It evolved into a multidisciplinary research laboratory spanning computational photography, blockchain, creator economies, governance, incentive design and human behaviour & Seven years produced a Startup Weekend win, four MVPs, an AMM design for camera-sensor photographs, and after 100+ pitch rounds selection into the NEAR Accelerator with a \$15K Fast Grant.

TECH PITCH BLOCKCHAIN PHOTOGRAPHY



BUSINESS DEVELOPMENT

Strategy, Pitching, Research & Outreach



PRODUCT DESIGN

From UX design to PMF to AMMs.

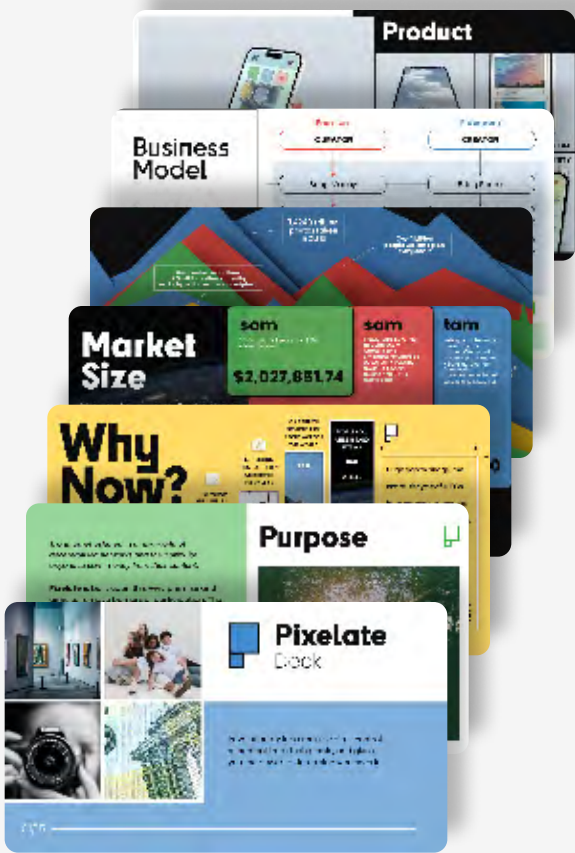


LEADERSHIP

Leading a team of 4 through dev & funding

MY ROLE

Founder



7 YEARS

\$15K+ FUNDS RAISED

4+ MVP

1ST 54-HR HACKATHON

04. BUDDY TALES

ANIMATION • YOUTUBE • PRODUCTION

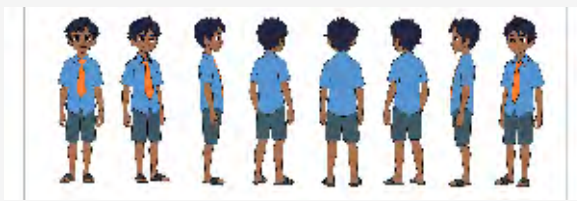
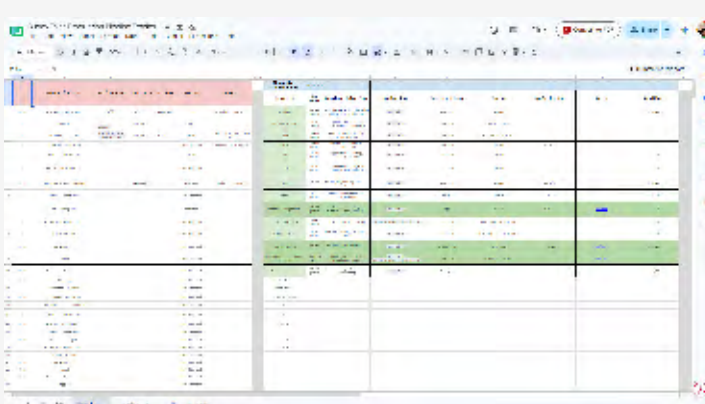
Buddy Tales began as a client contract in Dec 2023 and became my largest production responsibility: building an animation studio's team, systems and pipeline from zero. I ran 50+ interviews, hired and led a four-person team : senior animator, junior animator, BG artist, script writer and owned every script-to-screen decision through the 10-minute pilot.

REMOTE GEN AI PRODUCER DIRECTOR



FILM PRODUCTION

Executive decisions over script, direction, animation, team & creatives



2 YEARS

50+ INTERVIEWS

4 HIRES

MY ROLE

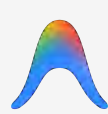
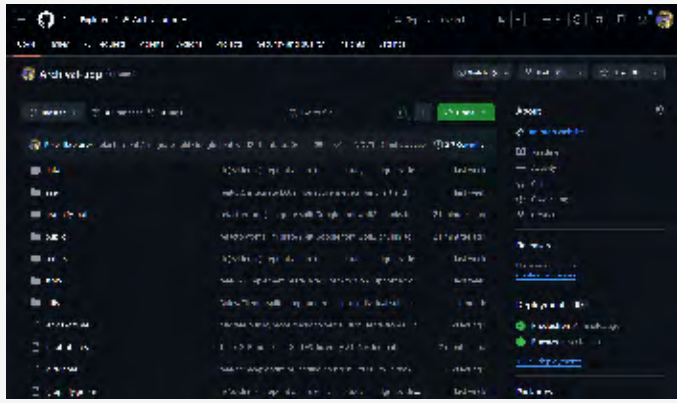
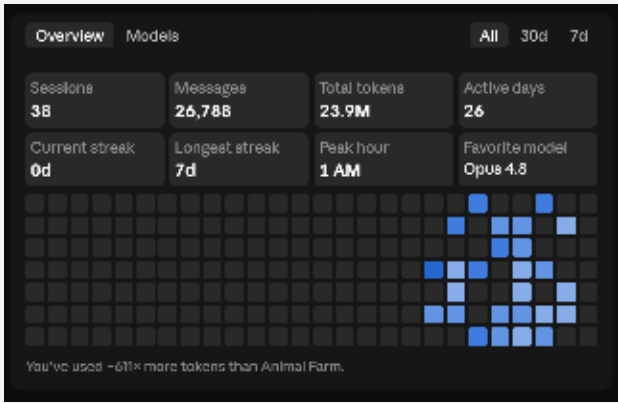
Producer, Director

05. ANIRUDH.WEBSITE

GEN AI • WEB • PORTFOLIO

The portfolio began as a challenge to organise sixteen years of multidisciplinary work. Instead of a traditional project gallery, I built a knowledge system that conceived, designed and developed through an AI-assisted workflow that compressed a multidisciplinary product team's month into 30 solo days.

VIBE CODING DATA ANALYSIS ARCHIVE



30 DAYS

35M+ AI TOKENS

SOLO COST

16+ YEARS ARCHIVED

200+ COMMITS

95-99% COST REDUCTION

MY ROLE

Product Owner, Designer, Developer



let's talk

Hiring for a role that doesn't have a clean title yet?
That's the one I want.
Tell me what you're building, & I'll tell you exactly how I'd plug in.

BEST FIT FOR

- Creative Director & Systems Lead
- Design-systems & brand consulting
- Film & animation production direction
- Creative-tech & web3 advisory

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"AI self-portraits, own pipeline"