

# NIVETHA KANNAN

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NIVETHAKANNAN.COM

A highly self-motived and collaborative designer-developer hybrid interested in furthering her animation, motion design and web development skills.

HTML  
JAVASCRIPT  
CSS  
PYTHON  
C#  
JAVA



## EDUCATION

### CARNEGIE MELLON UNIVERSITY

Pittsburgh, PA, May 2016

Bachelors in Fine Art Minor in Animation & VFX | Minor in Business Administration

## EXPERIENCE

### THIS IS TOMMY, LLC, Los Angeles, CA

Digital Designer, Apr 2018– Present

Tommy is an agency specializing in creating digital experiences to promote movies and TV shows. Here, I worked with brands like Hulu, Netflix, and Amazon to promote shows and movies through digital marketing. I mainly created motion and statics pieces to be posted on Instagram, Facebook, and Twitter. However, I also worked on designing and developing multiple websites, AR Filters, and banner campaigns to advertise our clients' shows. I worked as part of a very small team and was able to be part of everything from ideation to the final creation of most projects. I was even able to lead design for most projects I touched while at Tommy.

### FREELANCE ANIMATOR AND DESIGNER, Los Angeles, CA

Personal Business, Sept 2016– 2018

I conducted my own business taking on design and animation work. I handled all of my daily tasks- pursuing new clients; maintaining my current client relationships; and updating the account and expenses for each client- all while completing my work under, often, very tight deadlines. I illustrated cartoons for Cartoon Network; animated action figures for Netflix; animated info videos for Wordpress; and much more.

### HORIZON GROUP USA, Warren, NJ

Junior Designer, Oct 2016 – April 2017

Here, I designed decor and craft products for retail to customers like Walmart, 5 Below, CVS, etc. Usually, I designed based on a style guide for a season's product line. My responsibilities not only included designing the actual look of the product but also creating extremely detailed 'making of' documents for each product to explain to our China office how we would like the product to be put together and physically created. Due to the language barrier, it was extremely important to create accurate renderings in Illustrator of how the product will be put together.

### CARTOON NETWORK, Atlanta, GA

Design Intern, Jan 2016 – Aug 2016

As part of the on-air marketing team at Cartoon Network, I designed posters, labels, magazine pages, and motion graphics to be viewed by audiences nationwide. I worked mainly on the launch of the 2016 'Powerpuff Girls'. I was successful enough to have my internship extended- so I got to learn and grow with the creatives at Cartoon Network for almost a year!

## PROJECT SPOTLIGHTS

### Girl Power Up Hulu, 2019

A web-based game I lead and designed that promoted Hulu's show "Dollface." It is a finalist for the 2019 Shorty Awards under "entertainment apps"

### The Toys That Made Us Netflix, 2017

I created many animations and various designs for Netflix' highly successful documentary series titled "The Toys that Made Us." This project was a trial to do as I had to animate old action figures with minimal assets provided. I used found images of older action figures; cleaned them up in photoshop; and had them animated in AfterEffects.