

Purushothaman Raju

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Educator in Animation, VFX & Experiential Media | Author | Game Producer

Exploring the intersection of Games, Academia & Immersive Technologies

Executive Summary

With 25 years of experience in game publishing, academic coaching, and game development, proven success as a product manager, associate producer on AAA MMORPG titles, and multimedia trainer at leading educational institutions. Demonstrated leadership in live game operations, curriculum development, and the integration of emerging technologies into education. Published author and technical reviewer with a strong focus on immersive media, procedural tools, and digital innovation. Passionate about both creating and teaching within the evolving digital landscape.

Publications

Book Title: Character Rigging and Advanced Animation

About the Book: Gain a thorough understanding of animation and character rigging using Autodesk 3ds Max to create realistic character animations.

Publication Link: <https://www.apress.com/gp/book/9781484250365>

Contributions & Consulting

Reviewer: AIDC 2025(Acharya International Design Conference 2025)

Reviewed academic abstracts and provided detailed feedback for the Acharya International Design Conference 2025.

Technical Reviewer / Subject Matter Expert (Part-time): Learning Curve Technologies (content developed for Aptech Education)

Reviewed educational content for technical accuracy, flow, consistency, and clarity. Provided feedback on chapter organization, structure, and teaching effectiveness. Contributed written content to select chapters across various subjects.

Technical Review: Packt Publishing April 2024

Provided professional endorsement and feedback to improve the eBook *Sculpting in ZBrush Made Simple & Cinematic Photoreal Environments in Unreal Engine 5*. Currently engaged with additional unpublished titles.

Work Experience

Professor of Practice – VFX & Animation | VFX Lead & Program Coordinator CMR University, Bangalore — Sep 2025 – Present

Lead the VFX & Animation vertical as VFX Lead, defining production standards, tools, and workflows.

Serve as Program Coordinator, managing curriculum structure, academic planning, reviews, and delivery.

Design and oversee industry-aligned curriculum across VFX, Animation, Game Engines, Virtual Production, and Immersive Media.

Mentor students through production-style pipelines, portfolio development, and studio-simulated workflows.

Senior Faculty – VFX & Animation**RSD - A Unit of Vidhyadhaara Social and Educational Trust.** — June 2025 – Sep 2025

Mentored students in VFX and Animation, supported curriculum delivery, and guided portfolio-oriented production workflows.

Associate Sr.Faculty, National Institute of Creative Communication, Bangalore: June 2016 - June 2025

Trained and mentored students in the International Postgraduate Diploma in Animation Production, covering VFX and post-production. Designed and delivered curriculum integrating AR/VR, interactive walkthroughs, and real-time visualization using Unity, Rhino (Grasshopper), Houdini, and OpenCV. Emphasized procedural workflows, parametric modeling, and virtual production to bridge design and animation for immersive media

VFX/ 3D Animation/ Graphics Faculty at Arena Animation, Salem: Nov 2014 – May 2016

Trained and mentored students on career-oriented animation programs, specializing in VFX using tools like Nuke, Boujou, Mocha, and Houdini. Also delivered instruction in graphic design and 3D animation using industry-standard software including 3ds Max, Maya, and Adobe Creative Suite.

Independent Game Developer & Consultant at Freelancer: Jan 2010 - Present

Provided freelance consultation and services across game design, asset creation, and 3D architectural visualization for clients in Bangalore, Chennai, and Salem. Contributions ranged from developing design documents to producing production-ready assets using industry-standard tools.

Consultant at Vibrant Communications Pvt Ltd: October 2009 - November 2009 (2 months)

Consulted on a game called *Supreme Destiny* with a focus on improving key performance metrics like CCU and player retention. Conducted player experience audits, proposed monetization enhancements, and delivered a metrics-backed feature roadmap. Oversaw a complete website and forum overhaul aligned with engagement KPIs.

Associate Producer at K2 Network: October 2005 - July 2009 (3 years 10 months)

Grew from Game Support Executive to Associate Producer, overseeing live operations and strategic growth of multiple online game titles.

- Led strategic planning, pricing, sales analysis, and content rollouts.
- Analyzed market trends, player behavior, and in-game economics to guide revenue and engagement decisions.
- Directed teams to achieve KPIs in revenue, CCU, and retention, ensuring game stability and player satisfaction.
- Established operational principles and performance evaluation systems to improve daily workflows.
- Doubled the profitability of an underperforming title within 3 months.
- Identified new markets and developed strategies for emerging regions.
- Managed on-site training and operations at K2 Network HQ, Irvine, USA.
- Created monthly strategic roadmaps for major AAA titles aligned with publisher goals.

Game Master at Qixo.com Pvt Ltd: March 2005 - Sep 2005

Supported live operations for the MMORPG **Knight Online World**, published by K2 Network.

- Handled in-game moderation, player support, and issue resolution.
- Reported gameplay feedback, bugs, and exploit data to developers and producers.
- Contributed to player community engagement and event execution.

Project Coordinator at Electronic Intelligence Systems: Jan2002 - Jan 2005 (3 years 1 month)

Worked under contract across multiple academic institutions to guide and mentor final-year students in multimedia projects.

- Trained and supervised 800+ students through their final projects across domains like 2D/3D animation, VFX, games, websites, and VRML-based virtual environments.
- Projects covered a wide range: *Special FX animations, short 3D movies, casual 2D/3D games, and interactive web experiences.*
- Key institutions taught in:
 - *Mahendra Engineering College (Tiruchengode)*
 - *Vysya College of Arts & Science (Salem)*
 - *Jairam College of Arts & Science (Salem).*

Multimedia Instructor/Project Coordinator at Infocom Technologies: May 2003 -Aug 2004

Served as a part-time faculty member, guiding students through final multimedia projects.

- Supervised and mentored student work in 2D animation, VFX, and interactive media.
- Projects included Special FX shorts, animated sequences, and multimedia presentations.
- Focused on creative direction, technical execution, and portfolio readiness.

Game Titles – Live Operations

- **Knight Online World:** Supported US operations with India-based service personnel.
- **WarRock – India Server:** Launched and managed the Indian server as Associate Producer, reporting to the US Producer.
- **Sword of the New World (Granado Espada):** Fully published and managed this AAA title from India, first of its kind under my leadership.
- **Redstone:** Revived the game, tripling revenue in 2 months through strategic changes.
- **GlobalMUOnline:** Coordinated operations between US and India teams as producer liaison.
- **Supreme Destiny:** Assisted with player retention and revenue-focused events.

Game Level Designer at Ragavendra Software: Jan 2000 - Jan 2002 (2 years 1 month)

Contributed as a key team member in game development, designing engaging game levels. Also took on additional responsibilities as a texture artist and 3D modeler to support production needs.

Education: Arena Multimedia: P.I.M, 3D Animation & Game Development, 2001 – 2003

Recommendations from Industry veterans: <http://www.linkedin.com/in/premr>