PRATIK RATHOD



EXPERIENCE

2024 – Present Kirkland, WA

3D Artist | Generative Al Artist & Prompt Engineer (Ads & Content Creation)

Craft cinematic Al 3d models and prompts that guide AI in lighting, mood, and composition. Skilled with Midjourney, Nano Banana, ComfyUI, WAN, LM Studio, Kling, Qwen, Flux, Seed Dream, Sora 2, Claude, ChatGPT, and Veo 3, building custom workflows for consistent, high-quality visuals.

2022 - 2024

Redmond, WA Lighting & 3D Artist (AAA-Game)

Microsoft Turn 10

Responsible for lighting entire tracks, using creative judgement to craft scenes that tell a story and evoke the desired emotional response from players. Took ownership of lighting design to guide the player's point of view and enhance gameplay. Worked and enhanced procedural cloud systems for in-game bespoke weather for each track, and collaborated with rendering and cinematic teams to integrate real-time lighting tools, focusing on Raytracing and Ambient Occlusion for vegetation and tracks. Worked closely with the environment team to maintain workflow efficiency and consistently meet deadlines ahead of schedule.

2011 - 2022

Technical Lighting Artist and Freelance 3D Generalist (Ads & Content Creation)

India, USA Multiple Clients

Specialized in real-time lighting technology, look development, and performance optimization—bridging the gap between art and engineering. Created efficient workflows and technical solutions that empowered artists while maintaining visual fidelity and performance. Created 3D environments, lighting, and aerial cinematography for Denver/Boulder clients like TDA_Boulder and Blue Canyon Technologies using Maya, Redshift, V-Ray, Unreal Engine, Nuke, Modo, Mari, and Adobe Suite.

2017 – 2018 Providence, RI

Lighting and Compositing Artist (In-house Ads)

Hashro

Led the configuration of VFX pipeline processes using Unreal Engine and the Foundry ecosystem, applying analytical judgment to optimize workflows. Created integrated VFX and live-action shots for high-profile projects including Marvel, Star Wars, NERF, and the My Little Pony toy line. Utilized tools such as Maya, Redshift, V-Ray, Unreal Engine, Nuke, Modo, Mari, and the Adobe Suite to deliver visually stunning results.

2017 CA

Lighting and Compositing Artist (Content Creation)

VFX Legion

Responsible for lighting and texturing exterior scenes using Maya V-ray and Nuke.

2011 - 2013

Bangalore, India Lighting and Compositing Artist (Film & TV)

Technicolor

Created character/environment lighting, texturing & compositing on projects such as Kung Fu Panda, Teenage Mutant Ninja Turtles, and Barbie using Maya, Mental Ray, and Nuke.

EDUCATION

2014 - 2017

Savannah, GA BFA in Visual Effects

SAVANNAH COLLEGE OF ART AND DESIGN (SCAD)

2009 - 2012

Bangalore, India

BSc in Animation

MANIPAL UNIVERSITY

MANIFAL UNIVERSIT

2008 - 2009

Diploma in Animation Engineering

Bangalore, India

ARENA ANIMATION - APTECH

SOFTWARE

- Autodesk Maya - Mental Ray - V-Ray - RenderMan

Nuke
 Adobe Suite
 Modo
 Katana
 Unreal Engine
 Houdini

SKILLS

- Realtime/Offline Lighting - Debugging - Photography

- Look Development - Compositing - 3D Art

- Concept Art - Cinematics - Material Troubleshooting