




VIKRANT ARGADE

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METaverse STRATEGIST | MEDIA PRODUCER | VIDEO CONSULTANT

Highly accomplished and Certified Metaverse Expert, boasting over 25 years of distinguished experience. Renowned for leading-edge contributions in the field of Metaverse technologies and emerging media, coupled with comprehensive expertise in multimedia production. A former United Nations Video Consultant with a remarkable record of delivering captivating and immersive user experiences. A pioneer in the fields of virtual reality, augmented reality, and new media technologies, offering visionary leadership and innovative solutions.

CORE COMPETENCIES

- Metaverse Strategy
- Technical Expertise
- Creative Vision
- Quality Control
- Client Engagement
- Project Management
- Multimedia Production
- Global Communication
- Adaptability
- Problem Solving

PROFESSIONAL EXPERIENCE

Metaverse Strategist and Innovator

Entrepreneurial Experience and Metaverse Expertise

- Specialized in Metaverse, Augmented Reality, Virtual Reality, Mixed Reality, and Holographic technologies.
- Led and motivated teams to craft tools and assets that seamlessly blended real-world and digital elements in transformative metaverse projects.
- Honed creative visualization skills and deep affinity for emerging media technologies over two dynamic decades of entrepreneurial experience.
- Positioned as a versatile creative maverick at the forefront of transformative digital landscapes.
- Collaborated with clients to revolutionize customer interactions through innovative business strategies and technology solutions.
- Demonstrated a proven track record of successful project deliveries across diverse industries in Asia, Europe, and America.

Metaverse Ecosystem Enabler

Creative Multimedia Solutions

- Implemented cutting-edge metaverse technologies, fostering the creation of immersive and interactive digital environments for clients across diverse industries.
- Collaborated with global stakeholders to define metaverse roadmaps, driving forward-thinking approaches for metaverse strategy and execution.
- Led cross-functional teams to envision and develop metaverse projects that transcend traditional boundaries, resulting in groundbreaking and transformative digital experiences.
- Directed the 'Best Corporate Film - Jury Award' at the 5th Indian International Advertising Festival.
- Coordinated staff, directed shooting schedules, and ensured timely completion of AVs for 'Cummins India Ltd.'
- Collaborated with creative teams and writers to integrate effective branding strategies, creating optimal shooting conditions for corporate video films and conducting high-speed camera shoots for a theatrical promotion film for 'Velocity Plus Tata Green Batteries.'

Virtual Reality (VR) Expertise

- Produced animated videos for mobile games, strengthening the Anchor brand of the 'Fonterra Agricultural Group,' New Zealand.
- Pioneered innovative strategies for enhancing metaverse experiences, ensuring seamless integration of real-world and digital elements for maximum user engagement.
- Supervised live motion and holographic motion graphics for the Mercedes Benz Financial 'Corporate Star Lease' video.
- Delivered international quality videos, specializing in product videos for 'BDS Maschinen GmbH,' Germany.
- Facilitated communication to target groups using videos, AVs, and motion graphics.
- Developed product videos for 'Bosch Limited,' creatively showcasing the active safety features of Bosch products, consistently meeting deadlines and maintaining high video quality standards.

Streamlined Excellence

End-to-End Content Production

- Offered end-to-end excellence, ensuring meticulous quality control at every stage of the production journey.
- Streamlined the process of crafting exceptional content, resulting in a seamless, efficient, and highly responsive experience.
- Prioritized precision and innovation, setting a new standard for excellence in content production from concept to delivery.
- Implemented cutting-edge technologies and creative solutions to enhance the visual and narrative aspects of multimedia projects, consistently exceeding industry standards.

Synergistic Approach

Client Partnerships and Solution Delivery

- Established robust collaborative relationships with clients, including ECOLAB, CUMMINS, MERCEDES-BENZ, PUNE METRO, BOSCH, TATA AUTOCOMP, and more, by proactively engaging in a comprehensive exploration of their needs and objectives.
- Delivered solutions that not only met but exceeded expectations, all while ensuring a dynamic, efficient, and budget-conscious approach to project execution.
- Collaborated closely with clients to develop tailored strategies, resulting in increased customer satisfaction and retention.
- Introduced innovative problem-solving techniques, leading to the resolution of complex challenges and improved project outcomes.

Multimedia Extraordinaire

Multimedia Production and Collaboration

- Orchestrated the fusion of text, graphics, digital animation, video, photography, audio, and virtual reality to craft a diverse array of multimedia products.
- Tailored creations for delivery across various platforms, spanning television, the web, and digital media.
- Collaborated seamlessly with experts, including writers, animators, artists, programmers, and sound engineers, culminating in the synthesis of their contributions into the final product.
- Implemented innovative production techniques and technologies, ensuring that each project stands out as a unique and captivating multimedia experience.

Emerging Media Consultant

Video Documentation Specialist

- Efficiently documented the entire video process, from site acquisition to plant commissioning for 'Nipro India Corporation' and 'Bridgestone India Private Limited.'
- Delivered video requirements for the 'United Nations Environment Programme' during significant events, such as the Montreal Protocol - MoP 21 and the 'United Nations Chiller Conference' in Egypt.
- Spearheaded the development and implementation of cutting-edge interactive media experiences, resulting in increased user interaction and satisfaction.
- Ensured timely communication with the 'Shimizu Corporation' in Japan, keeping them updated with on-site developments.

EDUCATION & CERTIFICATIONS

Master of Arts

University of Pune

Advanced Diploma on Animation, Film Making, Multimedia and Advertising.

Certified Metaverse Consultant

SKILLS

- Proven expertise in effectively planning, organizing, and executing projects, ensuring on-time delivery and adherence to budget constraints.
- Committed to maintaining the highest standards of quality for service and product delivery, consistently meeting or surpassing customer expectations.
- Skilled in managing and leading teams to enhance operational efficiency, resulting in improved customer service and overall project success.
- Proficient in industry-standard multimedia software, including Adobe Photoshop, Adobe After Effects, Apple Final Cut Studio, and Apple Motion.
- Certified Metaverse Consultant with a deep understanding of Metaverse, Augmented Reality, Virtual Reality, Mixed Reality, and Holographic technologies, driving innovation in immersive user experiences.

ACCOLADES

- **IIAF Jury Award, 2016;**
Awarded for the Mercedes Benz Financial 'Corporate Star Lease' product film.
- **Recognized for Technical Support;**
Acknowledged for supporting social media operations during the 'International Convention' at the 'United Nations Body Burden Forum' in Bali, Indonesia.
- **Positive Recognition;**
Received acclaim from the 'United Nations Environmental Program' for contributions to the 'United Nations Chiller Conference' in Egypt.