

Harigovind Sajimon

PRODUCT · ART DIRECTION · VISUAL · 3D DESIGN

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Multidisciplinary designer working across **art direction**, **3D art**, and **visual design**, with **research and UX** in the background of everything. Drawn to complex, messy problems and to taking work all the way to something finished and real. A communication design background from **IIT Bombay** and **TU Dublin**, with a habit of backing creative decisions with research.

EXPERIENCE

Designer · Ireland India Council (Dublin)

Jul 2026 – Present

- Designing the **social media campaign** and poster suite for India Day 2026, the Council's flagship public event.
- Led requirements-gathering with Meath County Council's Director of Services and Senior Executive Officer, **translating stakeholder briefs** into a **cohesive visual identity** across print and social.

Multidisciplinary Designer · Grido (Remote, Munich)

Jan 2025 – Present

- Built a **reusable avatar pipeline** for an AI health-assistant app: re-rigged 20 characters via Mixamo and adapted 10 looping animations each, 200 animations across idle, reaction, onboarding, and feature states.
- **Modelled and textured** production-ready assets in Blender and Substance Painter supporting the app's visual identity and feature rollouts.
- **Audited** an AI-driven content platform through cognitive walkthroughs, flagging 18 usability issues including 7 major interaction roadblocks; delivered wireframe fixes across core pathways.

Creative Director · Wesualize Studios (Kochi, India)

Nov 2023 – Feb 2024

- Directed **creative execution** and pipelines for **VFX advertising campaigns** for brands including **Birla Group** and **P.F. Chang's**, from brief to broadcast.
- Managed a 3-person production crew and **oversaw asset quality control** across all 3D renders and composited outputs under tight broadcast schedules.
- Produced **3D models, character rigs, animation, and motion graphics**, integrating 3D elements with live footage for advertising campaigns.

Freelance Designer · Independent Practice (Mumbai & Dublin)

Aug 2022 – Oct 2025

- Delivered UX, visual design, branding, and responsive website builds across e-commerce and digital products, including **scalable design systems**.
- Scratch-modelled photorealistic and stylised car models, published as interactive Sketchfab models with animated renders on Vimeo.

Visual Designer · YoZu (Mumbai, India)

Dec 2020 – Jan 2022

- Produced **3D concepts** in Blender informed by **user research**, and **interactive educational 3D visuals** for a voice-based AI assistant.
- Designed and optimised **low-poly 3D models** for Android in a Unity production pipeline, balancing visual fidelity against real-time performance constraints.
- Modelled 20 high-fidelity assets in a single week toward a 100+ model team delivery; **mentored junior artists** within agile sprints.

Design Intern · Tata Consultancy Services (Mumbai)

Jun 2022 – Aug 2022

- Prototyped **immersive virtual environments**, studying **interaction patterns** to optimise spatial usability and real-time 3D asset pipelines.
- Presented **interactive design frameworks** and VR prototypes for the metaverse project to senior stakeholders for engineering roadmaps.

SELECTED PROJECTS

Dublin City Map: Model to Print

3D pipeline · geometry nodes · 3D printing

Engineered a full city map into a **printable object**: consolidated ~10,000 scrambled glTF tiles into a single optimised mesh, diagnosing object count (not file size) as the true bottleneck. **Decimated** a 2M+ face **photogrammetry scan** while preserving sharp architecture, repaired to **watertight**, and split into connected plates for **FDM**. Published free on **MakerWorld**.

3D Typography: A–Z & 0–9

procedural systems · geometry nodes

Ongoing letterform series in Blender, each character a distinct technical system: **particle hair**, **procedural marble**, **flame rigs**, **bubble and grass simulations**, **rope physics**. Typography as sculptural image-making.

City: Beneath the Surface

data visualisation · installation

Interactive public installation revealing Dublin's hidden urban workforce: **municipal datasets** synthesised into a **physics-based bubble hierarchy** over **real-time city maps**, with an AR image-to-voice companion for inclusive access. Exhibited to 500+ attendees.

Hiro: Task-Starting Assistant

product design · UX research

Productivity system reducing task-initiation friction. **27 deep-dive research interviews** isolating avoidance behaviours; 4-subsystem architecture rooted in Temporal Motivation Theory.

SKILLS

3D & Print Hard-surface & stylised modelling, retopology, low-poly optimisation, UV unwrapping, texturing, procedural shading, geometry nodes, particle & physics simulation; FDM mesh optimisation, decimation & manifold repair, plate splitting, slicer setup (Bambu A1 mini)

Anim & Pipeline Rigging, skeletal animation, Mixamo, NLA editing, motion graphics; photogrammetry cleanup, glTF/GLB pipelines, AI-assisted batch scripting, mesh welding & optimisation

UX & Brand UX & interaction design, IA, user research, usability testing, wireframing, design systems; brand identity, typography, art direction, editorial layout, storyboarding

Tools Blender, Substance Painter, Figma, Adobe CC (Photoshop, Illustrator, After Effects, Lightroom), Unity, Sketchfab, Bambu Studio

EDUCATION

MA Creative Arts, Visual Communication · TU Dublin, Ireland (EQF Level 7) *2024 – 2025*

- Research methodologies and design for care and urban systems. Graduation project: data visualisation of essential urban workers and city infrastructure.

B.Des · IIT Bombay (GPA 8.04) *2019 – 2023*

- Human-centred design, visual storytelling, interactive media, and immersive digital experiences. Graduation project: VR experience in Unity.

ADDITIONAL EXPERIENCE

Aircraft Appearance Crew · Sky Handling Partner, Dublin *Jan 2026 – Present*

Food & Beverage Associate · St Helen's Hotel, Dublin *Oct 2025 – Jan 2026*