

RITIKA RAMESH.

Art Director // Spatial Designer

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CONCEIVED. DRAFTED. BUILT.

Art Director with an MFA in Design & Production and a foundational degree in Architecture (B.Arch). Over eight years of experience art directing high-concept visual worlds, narrative environments, and integrated commercial campaigns across film, broadcast television, social media, and experiences. Proven record leading productions from concept through on-set art direction, live-action shooting, and final delivery.

//FEATURED CAMPAIGNS

META // ART DIRECTOR

Campaigns: Meta Quest 2 & "We The Culture" Commercial Campaigns

- Art directed commercial campaigns promoting creator culture, translating consumer tech storytelling into distinctive physical environments.
- Engineered custom stage builds, including an indoor studio pool and cohesive visual palettes, finish schedules, and functional staging that protected creative integrity under demanding high-speed camera rigs.

TIKTOK // ART DIRECTOR

Campaign: End of Year Global Live Special (#FitCheck Stream)

- Co-developed the central creative concept and led art direction for "#FitCheck" - one of the four flagship physical environments for TikTok's live global broadcast.
- Designed a vibrant, modular wardrobe environment leveraging architectural repetition and high-contrast color palettes to bridge physical studio staging with digital mobile streaming.

AMAZON MUSIC // ART DIRECTOR

Campaign: Sam Smith Interview Set

- Art Directed the spatial transformation of a corporate ballroom into an editorial, high-fashion performance set.
- Partnered with creative leads to design an elevated custom runway and minimalist architectural sightlines calibrated specifically for dynamic performance lighting and multi-camera live capture.

UNDER ARMOUR // ART DIRECTOR

Campaign: MTV VMAs Halftime Performance Special (Gunn "The Last Wun")

- Executed an immersive performance environment in an active multi-level parking garage into a raw press conference set.
- Led on-site art direction and spatial execution, including large-scale branding, artificial turf installations, and dynamic performance staging tailored to broadcast cameras.

AMAZON PRIME VIDEO // SET DESIGNER

Series: Lizzo's Watch Out for the Big Grrrls (Primetime Emmy Winner)

- Developed 2D construction drawings, 3D visualization models, and custom environmental graphics across competition stages and rehearsal environments for this Primetime Emmy-winning series.

//ADDITIONAL PRODUCTION & EVENT WORK (SELECTED)

- Los Angeles Dodgers: Assistant Art Director : Stadium Holiday Festival activations & site decor
- Pretty Little Liars 16th Anniversary: Art Director : Nostalgic environment build & on-camera effects
- The Kardashians (Hulu): Art Director : Custom architectural interview & confessional environments
- Kai Cenat x Ludwig Rooftop Stream: Art Director : Modular deceptive studio build on open rooftop
- Mazda 2022 National Dealer Meet: Art Director : Corporate keynote stage & experiential displays

//PROJECT RECOGNITION (SELECTED)

Primetime Emmy Award : Lizzo's Watch Out for the Big Grrrls

People's Choice Award : The Kardashians (Hulu)

MTV VMA: Best Push Performance : Muni Long ft. Saweetie

//EDUCATION & HONORS

MFA in Design & Production, California Institute of the Arts

Bachelor of Architecture (B.Arch), Mumbai

Honors: Lillian Disney Scholarship Recipient

IES College of Architecture

Tools: AutoCAD, Vectorworks, SketchUp, Twinmotion, KeyShot, Adobe CC (InDesign, Photoshop, Illustration)