

Amrendra Kumar Amar

Senior UI/UX Simulation Designer – Maritime & Defence Systems

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Portfolio website: <https://askamar.site>

Delhi NCR, India

Career Objective

Lead UI/UX Designer with 20+ years in UI/UX, 2D and 3D design for simulation systems, overseeing the entire simulation pipeline from concept to deployment. Known for creating user-focused visuals that enhance realism and usability. Ready to contribute immediately.

Work Experience

Project Leader

Applied Research International Pvt Ltd, Delhi, India | January 2015 – Present

- Led 2D/3D art teams for simulation projects in naval, defence, marine, and energy sectors.
- Designed UI/UX using Adobe Photoshop and animations using Adobe Animate.
- Developed models, textures, and renders using 3ds Max.
- Guided junior designers in 2D/3D asset creation, ensuring consistency with simulation standards.

Senior Team Leader

Applied Research International Pvt Ltd, Delhi, India | July 2006 – December 2014

- Supervised production of 2D and 3D assets for marine and naval simulation modules.
- Coordinated with developers and domain experts to ensure graphical accuracy.
- Supported UI/UX design for interactive simulation screens and control panels.
- Mentored junior artists and contributed to optimising asset pipelines for simulation engines.

Graphic Designer

Differential Technologies Ltd, Delhi, India | December 2005 – July 2006

- Delivered high-end photo retouching for international clients (e.g., Pictage USA)
- Interacted with clients to achieve their photo editing needs.
- Responsible for final proofing.
- I used Adobe Photoshop as software & tools for photo retouching.

Education

MBA (Master of Business Administration)

Pondicherry University, Puducherry U.T., India | July 2011 – June 2015

- I had completed a comprehensive master program covering strategy, marketing, operations, and leadership with a focus on project planning and team coordination.

BBA (Bachelor of Business Administration)

Pondicherry University, Puducherry U.T., India | July 2006 – June 2009

- In these three years, I studied core business subjects including finance, HR, and communication, building a strong foundation for managing creative and technical workflows.

Diploma in Future Arts (Lighting & Shading Specialisation)

Maximus ATC, Delhi, India | July 2008 – December 2008

- I specialised in lighting and shading techniques for 3D/2D environments, with a strong foundation based on art, design principles, and aesthetics enhancing realism and visual impact.

Certificate in Advertising for Print

Arena Animation, Delhi, India | December 2003 – July 2004

- I progressed in print media graphic design, with expertise in visual composition, branding, layout, typography, and pre-press production. Skilled in creating impactful marketing materials and ads aligned with industry standards.

Graphical & Technical Skills

- **Software & Tools:** Adobe Animate, Photoshop, Figma, Illustrator, Premiere Pro, After Effects, Blender and Autodesk 3ds Max, Visual Studio code and third-party plug-ins.
- **Technical & Creative:** Low poly 3D modelling, texturing, UI/UX design, image, Figma and video editing, Photography, action script, HTML, Python (basic), AI Prompt Engineering (Adobe Firefly, ChatGPT, Copilot and Claude AI etc.)
- **Soft Skills:** Creative Direction, Team Leadership, Communication, Problem Solving, Remote Collaboration (VPN/Desktop)

Languages

- English: B2
- Hindi: Native

Achievements & Projects

- **Indian Navy Photography (2018)** - Indian war ship photography at Naval Dockyard, Colaba, Mumbai.
- **Kenya Navy Photography (2016)** - Harbour photography for port development at Mombasa Harbour.
- **Indian Navy Photography (2015)** - Harbour & war ship photography for port development, Port Blair.
- **Freelance Presentation (2005)** - Narcotics Control Bureau Delhi, IIT Delhi, SR Medicare Delhi.

Interests

- YouTube Content Creation: [askamar](#)
- Photography & Visual Storytelling
- Travel & Cultural Exploration and discovering local cultures, traditions and communities
- Multidisciplinary Design & Human Centred Interfaces