

Saumya (Somi) Awasthi

Creative Developer

Los Angeles, CA, United States | [LinkedIn](#) | [Portfolio](#)

Creative technologist bridging design and engineering, building immersive experiences across broadcast, spatial, and interactive media.

EXPERIENCE

Creative Developer (Contract) The Walt Disney Company Translated brand strategy into 2D and 3D visual assets for NBA and NFL broadcasts and clients like Dr Pepper. Managed cross-functional delivery of real-time AR experiences for live ESPN broadcasts. Built and launched an AI creative toolkit adopted by a 100-person production team.	Mar 2026 — Oct 2026 <i>Remote</i>
Creative Technology Associate (Contract) Sony Concepted, art directed, and produced a five-minute 3D animated music experience for SZA as part of Sony's Cosm initiative. Led the project from storyboarding through animation, real-time integration, and audience testing. Applied audience insights to refine the experience, contributing to a strategic initiative that culminated in Sony's \$100M Cosm investment.	May 2025 — Sep 2025 <i>Los Angeles, California, United States</i>
Emerging Technology Intern NBCUniversal Researched emerging creative technologies and presented recommendations to stakeholders on improving creative workflows and audience experiences. Supported virtual production projects from concept through delivery, coordinating creative and technical requirements. Developed and launched an original Apple Vision Pro experience with iterative design and final delivery.	Jun 2024 — Sep 2024 <i>Remote</i>
Immersive Developer Ganek Immersive Media Lab Led interactive public experiences from concept through exhibition, managing creative development, prototyping, iteration, and installation. Developed experience concepts informed by audience research and testing. Pitched strategic recommendations to senior industry executives, communicating creative rationale and intended outcomes.	Aug 2023 — May 2025 <i>Los Angeles, California, United States</i>
Program Coordinator Girls Make Games	May 2023 — Jul 2023 <i>Raleigh, North Carolina, United States</i>

EDUCATION

University of Southern California <i>Bachelor of Arts - BA in Media Arts + Practice</i> Activities and societies: First Generation Student Assembly, Girls In Games
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SKILLS

Adobe Photoshop · Adobe Illustrator · Adobe After Effects · Adobe Premiere · Figma · Cinema 4D · Blender · TouchDesigner · Unreal Engine · Unity · JavaScript · React · Three.js · HTML · CSS · p5.js · Processing