

RAJA M M.Sc. (Multimedia Technology), M.Phil.,

Multimedia Professor | Researcher | Creative Media Technologist

Vellore, India | (+91) 8946061495 | rajamultimediagym@gmail.com



Creative, innovative, and resourceful multimedia professional with a vast background in the techno-creative field. Skilled at integrating real-world industry practices into the classroom, preparing students for careers in media, tech, and filmmaking. Experienced in developing interdisciplinary curricula that bridge theory, critical analysis, and creative practice. Passionate about advancing media literacy, guiding students, and exploring the pedagogical potential of emerging technologies. Skilled in video production, storytelling, and digital content strategy, with a passion for preparing students to thrive in fast-paced, professional multimedia environments.

Skills: Academic Leadership & Faculty Coordination, Curriculum Design & Development, Academic Research & Publication, Interdisciplinary Collaboration, Video Production (Pre-production, Shooting, Post-production), Visual Effects (VFX) & Compositing, Motion Graphics & Animation, AI Filmmaking, AR & VR Application Development.

EXPERIENCE

VELLORE INSTITUTE OF TECHNOLOGY – Vellore, India

Assistant Professor (Senior)

May 2018 – Present

Head of the Department

Mar 2023 – Mar 2025

Head of the Department (In-Charge)

Jul 2022 – Oct 2022

- **Leadership:** Led the Multimedia & Visual Communication Department at VIT School of Media, Arts and Technology (V-SMART), overseeing curriculum planning, faculty coordination, and academic quality assurance.
- **Curriculum Planning & Development:** Designed, updated, and delivered course content in alignment with academic standards and student learning outcomes specific to emerging trends in digital media, animation, video production, graphic design, and interactive/immersive technologies.
- **Teaching & Instruction:** Delivered engaging lectures, hands-on labs, and project-based learning in multimedia software such as Adobe Photoshop, Premiere Pro, After Effects, Nuke, ProTools and related tools.
- **Assessment & Evaluation:** Developed assignments, quizzes, and exams; graded student performance and provided constructive feedback to support academic growth.
- **Research & Scholarly Activities:** Conducted original research, published academic papers, and presented findings at conferences to contribute to the body of knowledge in the field.
- **Student Mentorship:** Guided students on creative projects, portfolios, capstone assignments, and internships; provided academic and career mentoring tailored to media industry expectations.
- **Administrative Duties:** Participated in departmental meetings, curriculum committees, and accreditation processes; contributed to institutional planning and policy development.
- **Community & Professional Engagement:** Represented the institution at academic and professional events; built collaborative partnerships with other institutions and industries.
- **Technology Integration:** Incorporated educational technologies and digital tools into the classroom to enhance learning experiences and outcomes.
- **Continuous Professional Development:** Attended workshops, seminars, and training sessions to remain updated on educational best practices and subject matter developments.
- **Additional Responsibilities:**
 - Board of Studies Member (Present)
 - Placement Coordinator (Present)

- Anti-Ragging Committee Member & School Head (Present)
- Library Advisory Committee Member (Present)
- Proctor (Present)
- Visiting Professor at Guangdong University of Technology (**GDUT**), **China** (As part of MoU)
- International Relations Coordinator (Past)

ENDEMOLSHINE INDIA PVT LTD – Mumbai, India

Daily Producer

Dec 2016 – Apr 2018

- Planned & produced content for the show BIGG BOSS
- Planned episodes according to contestants' profiles
- Planned, produced & shot promos
- Delivered the final content for telecast



VILLA COLLEGE – Male', Maldives

Senior Lecturer

May 2012 – Sep 2016

- Provided instruction through lectures, hands-on workshops, and project-based learning; guided students in developing portfolios and capstone multimedia projects
- Assessed student performance through a combination of creative output, presentations, and written documentation in line with academic standards.

KARUNYA UNIVERSITY – Coimbatore, India

Lecturer

Dec 2011 – Apr 2012

- Taught the full video production workflow, including pre-production planning, camera operation, lighting, sound design, directing, editing, and color grading using industry-standard tools such as Adobe Premiere Pro, and Final Cut Pro
- Participated in departmental meetings, curriculum review committees, and accreditation processes; contributed to strategic planning for multimedia & visual communication programs

ENDEMOL INDIA PVT LTD – Chennai, India

Chief Video Editor

June 2009 – Nov 2011

- Responsible for the post-production process
- Handled teams of different language programs
- Delivered about 1000+ hours of content for various TV channels



BAG FILMS & MEDIA PVT LTD – Chennai, India

Video Editor

June 2007 – May 2009

- Analyzed data from 25000 monthly active users and used outputs to guide marketing and product strategies; increased app engagement time by 2x, 30% decrease in drop off rate, and 3x shares on social media
- Spearheaded redevelopment of internal tracking system in use by 125 employees, resulting in 20+ new features, reduction of 20% in save/load time and 15% operation time

JC Media – Chennai, India

Motion Graphics Designer cum Video Editor

Feb 2005 – May 2007

- Edited videos for various national and international TV channels
- Responsible for creating motion graphics for different themes
- Multi-lingual TV shows post-production

EDUCATION

PhD

July 2019 – Present

Doctor of Philosophy – VIT, Vellore, India

- Immersive Technologies in Education
- Colloquium Completed
- Working on my thesis

M.Phil

April 2018

Master of Philosophy – PRIST University, Vallam, India

- Computer Science Major – Multimedia Minor

M.Sc

May 2004

Masters in Multimedia Technology – Periyar University, Salem, India

- Five years integrated Masters' degree after grade 12
- University Rank Holder (First Rank)
- Gold Medallist

Grade 12

March 1999

Govt Higher Secondary School, Gudiyatham, Vellore

Grade 10

April 1997

National Higher Secondary School, Gudiyatham, Vellore

CERTIFICATIONS

Managing and Facilitating Online Course – Commonwealth of Learning, Canada

Educational Leadership – AICTE, India

Professional Development for Teacher Trainers – Arizona State University, USA

AR (Augmented Reality) & Video Streaming Services Emerging Technologies – Yonsei University, South Korea (Coursera)

MOOC: How to make a MOOC? – Novosibirsk University, Russia (Coursera)

AWARDS & RECOGNITION

- Best AI Short Film Award & Best Editor Award– Darjeeling Hills Film Festival 2025
- Icon of India 2023 – Award for contribution to education by Saveetha University, Chennai, India
- Research Award for the year 2022 for H-Index and Citations by VIT, Vellore, India
- Research Award for the year 2021 for paper publication by VIT, Vellore, India
- Research Award for the year 2020 for paper publication by VIT, Vellore, India
- Academic Excellence Award for the year 2020 by Institute of Scholars, Bangalore, India
- Awarded GOLD medal for securing FIRST rank in the Masters' degree at the University

PUBLICATIONS

- Saravanan, S., Raja, M., Krishnakumar, K., Bharath Yuvaraj, R. (2026). Digital Preservation and Virtual Exploration in South Indian Cultural Heritage Sites Using Nerf 3D Reconstruction Technique. In: Choudrie, J., Mahalle, P.N., Perumal, T., Joshi, A. (eds) ICT for Intelligent Systems. ICTIS 2025. Lecture Notes in Networks and Systems, vol 1511. Springer, Singapore. https://doi.org/10.1007/978-981-96-8796-1_24
- Haribhau, A.D., Masilamani, V., Raja, M., Bharath Yuvaraj, R. (2024). Advantages and Disadvantages of NEP 2020 in Design Education: A Comprehensive Analysis. In: Sharma, A., Poovaiah, R. (eds) Futuring Design Education, Volume 2. FDE 2024. Design Science and Innovation. Springer, Singapore. https://doi.org/10.1007/978-981-97-9210-8_28
- M., Raja, and Lakshmi Priya G. G. "The Revolution in Integrating Virtual Reality in E-Learning." *Handbook of Research on Learning in Language Classrooms Through ICT-Based Digital Technology*, edited by Rajest S. Suman, et al., IGI Global, 2023, pp. 102-116. <https://doi.org/10.4018/978-1-6684-6682-7.ch008>
- H. Singh, K. V. S. Praveena, M. Raja, Nikhilesh, T. Kumar and K. Tongkachok, "Adaptive 3D and VFX Films Virtual Learning Environments," *2022 5th International Conference on Contemporary Computing and Informatics (IC3I)*, Uttar Pradesh, India, 2022, pp. 1129-1134, doi: 10.1109/IC3I56241.2022.10073177
- Tomar, A., Patil, V. B., Raja, M., Mahajan, A., & Shukla, S. S. (2023). Performance and Security Issues Management During Online Classes. *Redefining Virtual Teaching Learning Pedagogy*, 295-320.
- Raja, M., Lakshmi Priya, G.G. Using Virtual Reality and Augmented Reality with ICT Tools for Enhancing Quality in the Changing Academic Environment in COVID-19 Pandemic: An Empirical Study (2022) *Studies in Computational Intelligence*, 1019, pp. 467-482. doi: 10.1007/978-3-030-93921-2_26
- Raja, M., Priya, G.G.L. An Analysis of Virtual Reality Usage through a Descriptive Research Analysis on School Students' Experiences: A Study from India (2021) *International Journal of Early Childhood Special Education*, 13 (2), pp. 990-1005. doi: 10.9756/INT-JECSE/V13I2.211142
- Syed-Abdul, S., Malwade, S., Nursetyo, A.A. *et al.* Virtual reality among the elderly: a usefulness and acceptance study from Taiwan. *BMC Geriatr* 19, 223 (2019). <https://doi.org/10.1186/s12877-019-1218-8>
- Raja, M; Kamalanathan, S. (2019). INNOVATIVE , SELF-DIRECTED VIRTUAL REALITY BASED APPROACH FOR PROMOTING RELAXATION THROUGH OPEN EYE MEDITATION : A PILOT STUDY BASED APPLICATION. *International Journal of Advances in Electronics and Computer Science*, 6(9), 1–3. <https://doi.org/IJAECs-IRAJ-DOI-16281>
- Raja, M., & G, Lakshmi Priya (2020). Factors Affecting the Intention to Use Virtual Reality in Education. *Psychology and Education* 57(2020), 2014–2022.
- D. K. Sharma, B. Singh, M. Raja, R. Regin and S. S. Rajest, "An Efficient Python Approach for Simulation of Poisson Distribution," *2021 7th International Conference on Advanced Computing and Communication Systems (ICACCS)*, 2021, pp. 2011-2014, doi: 10.1109/ICACCS51430.2021.9441895.
- M. Raja, K. Srinivasan and S. Syed-Abdul, "Preoperative Virtual Reality Based Intelligent Approach for Minimizing Patient Anxiety Levels," *2019 IEEE International Conference on Consumer Electronics - Taiwan (ICCE-TW)*, YILAN, Taiwan, 2019, pp. 1-2, doi: 10.1109/ICCE-TW46550.2019.8991754.

PUBLICATION LINKS

- Scopus : <https://www.scopus.com/authid/detail.uri?authorId=57215220054>
- Google Scholar : <https://scholar.google.com/citations?hl=en&authuser=1&user=TVpk04YAAAAJ>
- ORCID Id : <https://orcid.org/0000-0001-7834-9091>



BOOKS AUTHORED/EDITED

- Padmavathi RD, Raja M, Roopali Sharma, Lopamudra Ghosh (2022). Educational Management: Updating the ways of learning. AGPH Books. ISBN: 978-8195608188
- M Raja, R Dineshkumar, S Kamalanathan (2021). Virtual Reality Aided Education and Gamified Academia: A Blend for Digital Learning. ISBN: 979-8564178518
- M Raja, Lakshmi Priya GG (2021). Virtual Reality and Augmented Reality Embedded Online and Offline Classrooms: Future of Digital Steam Education. Horizon Books. ISBN: 978-93-91150-38-9

PROJECTS

- Eco-Immersive Tourism: Sustainable Travel Through Immersive Experiences (KSRM College of Engineering, Kadapa, AP, India – 2025)
- Design and Development of Next-Generation Immersive Reality Lab Ecosystem for STEM training in Higher Education (VIT, Vellore SEED Grant, 2025)
- Design, Development, And Deployment of Immersive 360° Virtual Reality Tours to Document the Heritage of Vellore, Tamil Nadu, India (VIT, Vellore SEED Grant, 2021)
- Series of video projects for the Tamil Nadu Police
- AI film for National Disaster Management Authority of India (NDMA)
- Traffic Management App for Tamil Nadu Police

FACULTY DEVELOPMENT PROGRAMS ATTENDED

FDP TITLE	DATE/DURATION
OUTCOME-BASED EDUCATION: INSIGHTS AND BEST PRACTICES	07/01/2025
APPLICATION OF MULTIMEDIA TOOLS FOR INNOVATIVE TEACHING AND LEARNING ENVIRONMENT	10/10/2024 - 18/10/2024
ACADEMIC WRITING	01/04/2024 - 05/04/2024
WEARABLE TECHNOLOGY IN HEALTHCARE	15/11/2023 - 17/11/2023
CONTINUING PROFESSIONAL DEVELOPMENT IN HIGHER EDUCATION	08/10/2022
APPROACHING INDUSTRIAL INTERNET OF THINGS - AN IOT ARCHITECT WAY	17/08/2022
ADVANCED EMERGING TECHNOLOGIES, RESEARCH AND PRACTICAL APPLICATIONS	18/05/2022
AVOIDING COMMON ERRORS IN ENGLISH	14/05/2022
THE ART OF DOING HIGH QUALITY RESEARCH AND RESEARCH PUBLICATIONS	12/04/2022
PEDAGOGICAL INTERVENTIONS FOR ACTIVE LEARNING: A UHV PERSPECTIVE	11/09/2021
AUGMENTED - VIRTUAL REALITY SERVICES	05/04/2021
SCRIPTING A TRAVELOGUE MONASTERIES IN TIBET AND THE KAILAS MANASAROVAR REGION	14/02/2021
PHOTOGRAPHY	09/02/2021 - 13/02/2021
USER EXPERIENCE DESIGN	21/12/2020 - 25/12/2020
TRANSFORMING PARADIGMS OF DESIGN EDUCATION AND PRACTICE	15/12/2020 - 19/12/2020
PROJECT BASED LEARNING IN VIT	23/11/2020
HOW TO CONDUCT INTERESTING, INTERACTIVE AND EFFECTIVE ONLINE CLASSES	22/09/2020
BEYOND POWERPOINT PRESENTATIONS - USING WHITEBOARD AND DIGIPADS FOR ONLINE CLASSES	20/09/2020

DIGITAL TOOLS, SERVICES AND BEST PRACTICES FOR EFFECTIVE SCHOLARLY COMMUNICATION	18/09/2020
AUGMENTED REALITY (AR) VIRTUAL REALITY (VR)	17/08/2020 - 21/08/2020
UNDERSTANDING AND LEARNING ONLINE TOOLS FOR EFFECTIVE ONLINE CLASSES	26/07/2020
EFFECTIVE USE OF MOODLE FOR ONLINE CLASSES	11/07/2020
TO BE AN EFFECTIVE TEACHER	02/06/2020
TEACHING THROUGH E-LEARNING TECHNOLOGIES - DEVELOPMENT OF E-CONTENT	31/05/202 - 04/06/2020
INTRODUCTION TO RESEARCH	12/10/2019 - 19/10/2019
OUTCOME BASED LEARNING	29/10/2018
PROFESSIONAL DEVELOPMENT FOR TEACHER TRAINERS	15/10/2018 - 19/11/2018
EDUCATIONAL LEADERSHIP	19/07/2018
FACULTY ORIENTATION PROGRAM	03/05/2018 - 31/05/2018

EDITORIAL EXPERIENCE

Editor – Iterative International Publishers (IIP Series)

<https://www.iipseries.org/list-editor-reviewer.php?search=raja+m>

Editor – Journal of Language and Linguistics in Society

<https://journal.hmjournals.com/index.php/JLLS/about/editorialTeam>

Editor – Journal of Learning and Educational Policy

<https://journal.hmjournals.com/index.php/JLEP/about/editorialTeam>

Reviewer – Education & Information Technologies (IF 5.4)

Reviewer – Frontiers in Medicine

START-UPS

MAA – Mundus Media and Academia Association (2025)

Co-Founder

MAA is a registered trust under the Section 8 of company acts, aimed at creating a collaborative ecosystem integrating academia with media industry.

VirtuX Labs – Virtual Labs for Higher Education (2025) – Received Venture Funding – Yet to start legal formalities

Founder

VirtuX Labs is a **EdTech startup concept** designed to develop immersive mixed-reality virtual laboratory systems for higher education institutions

OTHERS

Invited speaker - Ministry of Electronics and Information Technology (*MeitY*)

Executive Member – World International Tamil Film Association (WITFA)

Judge – Toycathon (MoE Innovation Cell)

Evaluator – Smart India Hackathon (MoE Innovation Cell)

Manager, Multimedia – International Teachers Association (ITA)

PERSONAL DETAILS

Name : RAJA M

Sex : MALE

Address : NEW NO.4, N.G.O COLONY, KATPDAI ROAD, GUDIYATHAM, VELLORE – 632602, TAMILNADU, INDIA

Marital Status : MARRIED

Children : 2 BOYS (12 Years & 3.5 Years)

Passport Details : Z7723379 **Validity**: 11/02/2034

LANGUAGES

Tamil : Native Proficiency

English : Professional Working Proficiency

Telugu : Elementary Proficiency

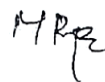
Hindi : Elementary Proficiency

Kannada : Elementary Proficiency

Malayalam : Elementary Proficiency

DECLARATION

I solemnly declare that the above information is correct to the best of my knowledge and belief.



RAJA M