

SASHANK SHARMA

Systems & Creative Lead

Governance | Design | AI-Native Content

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148K+
Subscribers

5 Months
Zero to Scale

3.7M Views
28 Days

96 ULBs
Dashboards

\$150K
USAID Secured

P R O F I L E

Founder of **BridgeLab and The Fracture Codex** — an AI-native mythological cinematic universe built on original Indian IP.

10+ years across architecture, urban governance, data systems, and AI-native media production, with one throughline: translating complex systems into clear, scalable frameworks. Whether designing ESG dashboards for 96 municipalities, building a \$150K USAID-funded digital governance plan for a government-in-exile, or directing a serialised universe from zero to 148K subscribers in under five months — the work is always about making complexity legible. Design and program management are not separate disciplines here — they are the same act.

C O R E S K I L L S & T O O L S

Systems Thinking	Complexity-to-framework translation Institutional diagnostics Governance architecture Scalable systems design	AI & Creative Production	Midjourney Leonardo AI Kling Seedance Veo ElevenLabs · DaVinci Resolve Prompt engineering
Data & Analytics	Power BI Tableau Kepler.gl QGIS · ArcGIS GIS spatial analytics ESG visualization	Strategy & Programs	Urban governance Digital governance ESG frameworks · Program design Stakeholder engagement Donor reporting
Design & Brand	Figma InDesign Photoshop Canva Visual communication Narrative design Brand identity	Web & Platforms	Wix Google Sites Notion Jira · Knowledge management Process documentation

E X P E R I E N C E

Founder & Creative Director

Oct 2025 – Present

BridgeLab · The Fracture Codex

India

- **Built an AI-native serialised mythological cinematic universe** — 0 to 148K subscribers in under 5 months, entirely solo, no legacy audience or paid base.
- **100+ videos; two past 1M views;** 3.7M views in 28 days at +210% growth; 93% audience watches both long-form and Shorts.
- **Four owned IP assets:** The Mandala Fracture (3-season saga), Vikraal (80% teaser retention), TFC Musicals, Echoes of the Eternal Cycle (sci-fi mythological, 2157).

- **End-to-end AI production:** Midjourney, Leonardo, Kling, Seedance, ElevenLabs, DaVinci Resolve; 4K cinematic shorts from ideation to published in 3–4 hours.
- **Complete universe architecture:** canonical story bibles, season roadmaps, brand identity, studio outreach deck for co-production and distribution.
- **Ad operations fully self-managed:** Google Video Action + Meta across Indian and global audiences; avg CPC ₹0.27.

Program Manager

Jan – Jun 2025

Urban Management Centre · TSU Assam

Guwahati

- **Power BI dashboards for 96 Urban Local Bodies** — translating fragmented municipal data into ESG, sustainability, and service delivery indicators aligned with Net Zero targets.
- **GIS mapping and spatial data integration** for waste management, EHS monitoring, and climate-linked municipal planning.
- **Deployed SBM(U) Assam website;** coordinated SHG, NGO, and IEC agency campaigns; supported Swachh Survekshan assessment cycles.
- **GenAI-driven content workflow** — 115+ digital social media posts in 15 days at institutional scale.

Program Manager

Jan 2023 – Jan 2025

Urban Management Centre · CTA Digital Governance (USAID)

Dharamshala, HP

- **Developed the Institutional Development Index (IDI-DM)** — original diagnostic framework to assess and strengthen data management practices and institutional capability.
- **Secured additional \$150,000 in USAID funding** for the CTA-approved Data Management Plan, built on IDI-DM findings.
- **GIS mapping of 6 Tibetan settlements** across 3 states; presented to Tibetan President-in-Exile — received personal commendation.
- **HRMS process mapping and digital platform architecture** across CTA hospitals, schools, and cooperatives; end-to-end donor reporting.
- **Led procurement,** consultant onboarding, and capacity-building workshops across institutional stakeholders.

Manager — UrbanTech

Nov 2021 – Dec 2022

Social Alpha

India

- **Designed and launched incubation program** for climate-focused startups in sustainable construction and low-carbon materials; led selection of 5 startups.
- **Explored nudge theory-based behavioural interventions** in residential societies for green practice adoption.

Urban Fellow

Jun – Sep 2021

Doers NGO · UNDP · Shimla Municipal Corporation

Shimla, HP

- Integrated national disaster management guidelines into Shimla's municipal systems; FGDs, interviews, and policy gap assessments.
- Urban resilience planning and stakeholder consultation in collaboration with UNDP and Shimla Municipal Corporation.

Architectural & Urban Governance Roles

2015 – 2019

IBI Group · Arcop Associates · Agrawal & Associates · PS Group

Delhi / Kolkata / Bhubaneswar

- Architectural design, RFP documentation, PPP model support, and child-friendly urban planning across institutional and real estate projects.
- Passive design, sustainable urban development, and green building practices across Bhubaneswar, Delhi, and Kolkata.

E D U C A T I O N

M.Sc. Urban Management (Advanced Masters)

Technical University (TU) Berlin, Germany

2019 – 2021

Bachelor of Architecture

Aayojan School of Architecture, Jaipur

2010 – 2015