

JITHIN PV

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PROFESSIONAL SUMMARY

Creative and detail-oriented **Senior Motion Designer & Creative Lead** with **over 8 years of experience** designing impactful motion graphics, 2D animations, and video content across digital marketing, education, and entertainment sectors. Expert in leading creative teams, managing end-to-end production workflows, and delivering visually compelling projects that elevate brand engagement.

Proficient in **Adobe After Effects, Premiere Pro, Photoshop, and Illustrator**, with hands-on experience using **AI-driven creative tools** such as **Google Veo, Seedance Pro, ElevenLabs, Kling AI, Wan 2.5**, and other industry-leading generative tools. Passionate about visual storytelling, creative innovation, and producing world-class multimedia experiences.

PROFESSIONAL EXPERIENCE

Senior Creative Designer | blueBriX, Kochi | Jan 2024 – Present

- Lead motion design and video editing initiatives for digital campaigns, interviews, and promotional content.
- Achieved a 300% increase in audience engagement through creative digital marketing strategies.
- Collaborated cross-functionally to align design direction with brand objectives and marketing goals.
- Recognized by company leadership for innovative storytelling and impactful video narratives.

Lead – Animation & Editing | BYJU'S, Bengaluru | Jun 2021 – Dec 2023

- Directed a team of animators and editors, implementing workflow templates to improve efficiency and consistency.
- Oversaw end-to-end motion graphics production, from concept to delivery, ensuring creative and timely outputs.
- Partnered with content teams to produce high-quality educational videos reaching millions of learners.
- Awarded multiple *Performer of the Month* recognitions for leadership and creative excellence.

2D Animator & VFX Artist | Embibe, Bengaluru | Jul 2020 – Jun 2021

- Created engaging 2D animations and visual assets for educational platforms.
- Collaborated with 3D and content teams to explore innovative animation styles for video learning materials.

2D Animator | Unigage Inc., Bengaluru | Apr 2019 – Jun 2020

- Produced marketing and brand videos for social media campaigns.
- Worked closely with designers and writers to deliver cohesive video stories and ad creatives.

Jr. Animator | Animations Media, Trivandrum | Nov 2017 – Apr 2019

- Developed character-based animations and e-learning materials for commercial and educational projects.

EDUCATION

Advanced Diploma in Multimedia

Keltron Animation Campus, Kollam, Kerala (2015–2016)

KEY SKILLS & TOOLS

- Motion Graphics Design & 2D Animation
- Video Editing, Color Grading & Visual Effects
- AI-Enhanced Content Creation & Generative Media
- Creative Direction & Storyboarding
- Project Management & Team Leadership

- Adobe After Effects | Premiere Pro | Photoshop | Illustrator
- Google Veo | Seedance Pro | ElevenLabs | Kling AI | Wan 2.5 | Other Generative AI Tools