

Art Director | Design Head | Senior Motion Graphics Designer | UI/UX Designer | Digital Marketing Specialist | Expert in Media & Graphic Design | Seeking Opportunities in Gurugram/Delhi NCR

Profile Summary

- **Over 9+ years** of experience in creating high-quality **motion graphics** and **digital marketing creatives**, including **case studies**, **project summaries**, and **event banners**, utilizing advanced **design principles** and **innovative storytelling** to enhance **B2B** engagement.
- Successfully increased LinkedIn followers from 3k to 20k within one year through strategic social media post creation and effective **digital branding**, employing **best practices** in **execution** and **data-driven decision-making**.
- Led a **collaborative** creative team to deliver motion graphics projects on time and within budget, contributing to a 25% increase in overall campaign **ROI** by effectively managing the **scope** and expectations of **stakeholders**.
- Managed multiple design projects simultaneously, ensuring timely and high-quality delivery through exceptional **organizational skills** and a **detail-oriented** approach.
- Proficient in advanced **video editing techniques**, including **color grading** and **Elements**, to enhance **visual design** and storytelling.
- Leveraged **SEO** and **analytics** to boost website **traffic by 40%** and social media **engagement by 35%** through strategically created motion graphics that emphasize **data visualization**.
- Immense experience in developing **animations** and **creatives** for social media and **digital branding**, capable of ideating and implementing new brand design guidelines while producing highly engaging **video content**.
- Created **explainer videos** that contributed to a 60% increase in lead generation and enhanced user session duration by 40%, focusing on **data-driven** insights to inform design choices.
- Proficient in leveraging industry-standard design and motion tools, including **Adobe After Effects**, **Premiere Pro**, **Illustrator**, and **Photoshop**, **Figma** along with **Microsoft PowerPoint**, to deliver engaging designs for social media, websites, offline marketing, and branded stationery.
- Designed **website pages**, **ad landing pages**, and entire social media content, going above and beyond to furnish creative designs for high engagement on websites and social media channels.
- Redesigned landing pages and social media creatives, resulting in a 50% increase in **conversion rates** and 20% growth in **brand awareness** through **innovative** visual solutions.
- Researched the engagement levels of various visual effects to inform **compositing**, **2D animations**, and **typography**; developed a strong understanding of **design principles**, **color theory**, and **composition**.
- Experienced in working **collaboratively** with cross-functional teams, senior leadership, and third-party vendors, consistently delivering high-quality projects on time and in alignment with **organizational** goals.
- **Keen eye for detail and capability** to identify opportunities for improvement in **design** and **animation**, driving continuous **innovation** in creative processes.

Core Competencies

~ Motion Graphic Design
~ Design Principles
~ Video Design & Editing
~ Leadership & Management Skills

~ Advanced Technical Skills
~ Creative Storytelling
~ Image Redesign
~ SEO and Analytics

~ Art/Creative Director
~ Digital Branding
~ UI/UX Designer
~ Project Management

Professional Experience

Binmile Technologies Pvt. Ltd. Noida as Senior Motion Graphics Designer
(Acting as Team Lead)

Jun'22-Present

Key Result Areas:

- Led creative teams to deliver high-quality motion graphics and video content across various platforms, **driving a 25% increase in overall campaign ROI**.
- Led design and delivery of creatives across channels, **boosting campaign engagement by 25-30%** and improving ROI for both paid and organic marketing.

- Managed design projects using Jira and Google sheets, ensuring on-time project delivery **and improving team efficiency by 15%**.
- Created designs, concepts, and sample layouts, improving layout efficiency and **reducing revisions by 20%**.
- **Developed innovative marketing designs**, enhancing visual impact for campaigns and increasing conversion rates by **15%**.
- Developed UI/UX visuals in collaboration with cross-functional teams, improving user engagement **on web and mobile by 20%**.
- **Translated original ideas into design solutions**, mentoring **4 junior designers** and improving stakeholder understanding by **30%**
- **Supported brand objectives through design**, resulting in successful promotions that increased audience engagement by **25%**.

Highlight:

- Appreciated for creating engaging video for ad campaigns that for resulted in **almost 60% increase in lead generation** and increased average session duration from **57 sec to 1:36 min** with video testimonials.

Cargo Flash Infotech Pvt. Ltd., Gurugram as Senor Motion Graphics Designer

Jan'22 – May'22

Key Result Areas

- Developed and executed motion graphics for social media campaigns and product overviews, **increasing social engagement by 35%**.
- **Managed social media platforms**, producing **60+ animations and motion graphics**, leading to a **40% increase** in follower engagement.
- **Created animation and motion content**, streamlining production timelines and enhancing campaign effectiveness by **20%**.
- **Worked on animated graphics and videos**, improving project turnaround time by **15-20%** using Adobe After Effects and Premiere Pro.
- Utilized Adobe After Effects and Premiere Pro to deliver high-impact motion graphics that contributed to a **40% growth in social media followers**.
- **Devised illustrations and designs** for marketing materials, increasing brand visibility and recall by **30%**.

VKC Nuts Pvt. Ltd., Noida as Motion Graphics Designer

Sep'20 – Jan'22

Key Result Areas

- **Developed visual content**, contributing to **200+ marketing collaterals** that enhanced brand consistency across all platforms.
- **Designed product packaging and video ads**, leading to a **20% increase** in sales through improved customer appeal.
- **Maintained brand consistency across collaterals**, ensuring a cohesive brand identity that resonated with target audiences.

CASHurDRIVE Marketing Pvt Ltd as Motion Graphics Designer

Apr'19 – Mar'20

Key Result Areas

- **Created compelling visual narratives**, enhancing brand messages in **5+ outdoor campaigns** and improving public recognition.
- **Worked together with creative teams** to integrate motion graphics, increasing audience retention rates in campaigns by **25%**.
- **Utilized advanced software** for design production, resulting in high-quality outputs that reduced client revisions by **15%**.
- **Participated in brainstorming sessions**, generating **20 innovative ideas** that enhanced campaign strategies and outreach.
- **Managed multiple projects under tight deadlines**, delivering **100% of projects on time** while maintaining high quality

International Traceability Systems Ltd as Sr. Graphics Designer

Feb'18 – Apr'19

Key Result Areas

- **Conceptualized and executed design layouts**, aligning with brand guidelines and improving consistency by 30%.
- **Cooperated with the marketing team** for promotional materials, resulting in a **20% boost** in campaign effectiveness.
- **Managed end-to-end design projects**, reducing production timelines by **25%** and ensuring high-quality deliverables.
- **Ensured designs were optimized** for visibility, leading to an increase in outdoor advertising engagement by 15%.

Bliss Marcom as Graphics Designer

Jan'17 – Feb'18

Key Result Areas

- **Designed innovative graphics** for digital channels, enhancing clients' brand identities and increasing social media presence by 50%.
- **Collaborated closely with content creators**, ensuring cohesive visual strategies that boosted content engagement by 30%.
- **Managed multiple design projects**, ensuring timely delivery and maintaining quality standards across **10+ projects** simultaneously.
- **Staying abreast of design trends**, delivering **25 fresh designs** that aligned with current market preferences.

Design O Vista as Graphics Designer

Jun'15 – Dec'16

Key Result Areas

- **Crafted unique designs for home decor**, resulting in a **15% increase** in sales for featured products.
- **Oversaw the online sales portal**, improving order processing efficiency and reducing delivery times by 20%.
- **Monitored inventory levels**, maintaining accurate order statuses and reducing stock discrepancies by **30%**.
- **Collaborated with production teams**, successfully translating designs into products and reducing production costs by 15%.

Academic Details

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| 2015 | B. Com from Sunrise University, Alwar; scored 64% |
| 2012 | 12th from GIC, Noida; scored 70% |
| 2010 | 10th from GIC, Noida; scored 73.33% |

Technical Skills

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|-------------------------|--|
| Graphics Tools | Adobe Photoshop, Adobe Illustrator, Corel Draw, Lightroom, Figma |
| Motion Tools | Adobe After Effects, Adobe Premier Pro, Adobe Media Encoder |
| Operating System | Mac OS, Windows |

Workshop / Seminar

- **Designed event materials for Aahar Exhibition**, increasing visitor engagement and brand visibility during the event as a part of VKC Nuts Team.
- **Organized seminars on employability skills**, impacting **100+ participants** and enhancing community engagement.

Personal Details

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|-------------------------|--------------------------------|
| Date of Birth: | 2 nd Jun 1995 |
| Languages Known: | English and Hindi |
| Hobbies: | Reading Books, Watching Movies |

Address:

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Digital Portfolio

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Ritesh Kumar.
