

Ritesh Kumar

Sr. Motion Graphics Designer | Design Head

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CAREER SUMMARY

Art Director & Senior Motion Graphics Designer with 9+ years in digital marketing, specializing in creative direction, motion graphics, and brand strategy. Expert in Adobe Creative Suite and UI/UX design, delivering impactful visual content.

Looking for an exciting opportunity to bring innovative design solutions, increase brand visibility, and lead high-impact marketing campaigns that boost engagement and conversions.

EXPERIENCE (Total 9+ yrs)

Sr. Motion Graphics Designer | Team Lead

Binmile Technologies Jun 2022 - Ongoing Noida

Managed the social media platforms and creative ads and video ads for Binmile. Resulted in 60% increase in online presence and 70% page engagement by using right content and designs.

- 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%.

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.

Sr. Motion Graphics Designer

Cargo Flash Infotech Jan 2022 - May 2022 Gurugram

Managed the social media platforms and creative ads and producing a wide range of animation and motion content for social media, campaigns, and product UI overviews.

- Developed and executed motion graphics for social media campaigns and product overviews, increasing social engagement by 35%.
- Creating animated graphics and videos using software such as Adobe After Effects or Adobe 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.



STRENGTHS



Creative Problem-Solver

Ability to find solutions under tight deadlines and produce high-quality work.



Leadership & Management Skills

Experience working with diverse teams to achieve shared goals.



Attention to Detail

Meticulous approach to pre-production planning, Executing and post-production editing.

TOOLS

For Videos



Adobe After Effects

85%



Adobe Premier Pro

75%

For Static Images



Adobe Photoshop

95%



Adobe Illustrator

95%



Corel Draw

95%



Adobe Lightroom

70%

For UI/UX



Figma

90%

For Official Work



Ms Word

90%



Ms Excel

90%



Ms Powerpoint

90%

Operating System



Mac Os

99%



Windows Os

99%

Motion Graphics Designer | Marketing Team

Vkc Nuts Pvt Ltd

📅 Sep 2020 - Jan 2022 📍 Noida

As a graphic designer in a marketing team was responsible for developing creative imagery as part of a company's marketing efforts by creating visual content such as advertisements, social media graphics, brochures, flyers, banners, posters, and other marketing collaterals.

- 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.
- Maintain the consistency across all marketing collaterals, ensuring that the brand is easily recognizable.

Motion Graphics Designer

📅 Apr 2019 - Mar 2020 📍 Noida

CASHurDRIVE Marketing Pvt Ltd

With over years of experience in the dynamic field of motion graphics design, I have honed my skills at CashurDrive, a pioneering media advertising company specializing in outdoor advertising and vehicle wraps.

- 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.

Motion Graphics Designer cum Graphics Designer

International Traceability Systems Ltd

📅 Feb 2018 - Apr 2019 📍 Greater Noida

Graphic Designer

Bliss Marcom

📅 Jan 2017 - Feb 2018 📍 Noida

Graphics Designer

Design O Vista

📅 Jun 2015 - Dec 2016 📍 Noida

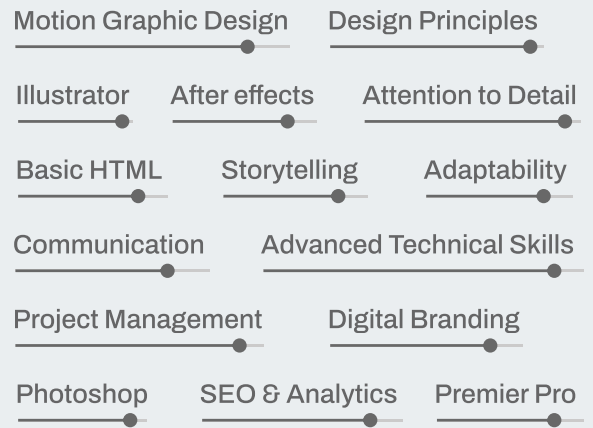
PORTFOLIO

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 www.riteshkumar.com 




SOFT SKILLS



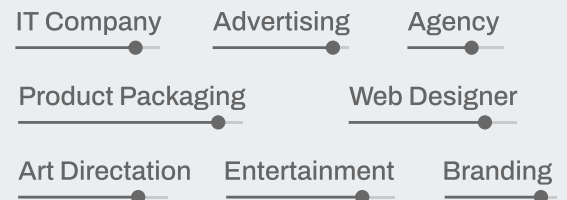
ACADEMIC DETAILS

 **B.com**
B. Com from Sunrise University, Alwar; scored 64% in 2015.

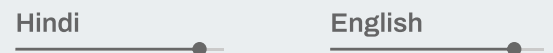
 **Intermediate**
12th from GIC, Noida; scored 70% in 2012.

 **High School**
10th from GIC, Noida; scored 73.33% in 2010.


INDUSTRY EXPERTISE




LANGUAGE KNOWN



ACHIEVEMENTS

 **Leading edge skill-set**
Developing a leading edge skill-set is crucial in the digital era.

 **Ambition**
Balancing a successful career and family.

AWARDS

 **Employee of the month**
Recognised for employee of the month by generated a 75% increase in social media presence.

