P GOPINATH

Motion Graphics Designer

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PROFILE

Creative and results-driven Graphic Designer with **4 years of experience** specializing in user-centered design, visual communication, and digital design. Expertise in creating intuitive interfaces and compelling graphics for web, print, packaging, mobile, social media, and marketing campaigns. Skilled in enhancing user experiences, improving brand identity, and driving business outcomes through design. Proficient in Adobe Creative Suite **(Photoshop, Illustrator, InDesign, Premiere Pro, XD), Figma, and Canva.** Strong skills in wireframing, prototyping, user research, and visual design principles. Dedicated to crafting innovative design solutions that align with business objectives and user needs

EXPERIENCE

Current Organization Motion Graphic Designer & Video Editor | User Umbrella | April 2024 - Present

- Developed and executed motion graphics for full-spectrum branding projects across diverse industries, resulting in a quantifiable result 15% increase in brand engagement on social media.
- Collaborated with brand consultants to develop compelling visual content; directly contributed to a 15% increase in audience engagement across digital platforms, enhancing overall brand identity and recognition within targeted markets.
- Utilized Specific Software Adobe Premiere Pro to create high-quality animations and video content.

Motion Graphic Designer | Infinityhub | February 2024 – November 2021

- Designed a variety of creative assets, including social media posters, brochures, flyers, web posters, and logos, contributing to a quantifiable result, 10% increase in website traffic.
- Provided video editing services to enhance digital content and marketing campaigns, improving quantifiable result, video completion rates by 20%.
- Developed visually engaging materials to support branding and promotional efforts, resulting in quantifiable result, increased brand awareness by 12%.

Visual Graphic Designer | Wowelse | July 2021 – November 2020

- Designed over 20+ marketing assets for Wowelse Clients, resulting in positive client feedback.

Graphic Designer | Highbrow Audio Visual Service | May 2020 – February 2019

- Focus on key skills gained and responsibilities. Quantify where possible. Assisted senior designers in creating visual concepts for client projects, leading to on-time delivery for projects.

Skills

Graphic Design: Branding, Logo Design, Print Design, Web Design, Typography, Layout Design

Motion Graphics: Animation, Video Editing, Visual Effects, Storyboarding

Software: Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro), Figma & Canva

Education

Nandha Engineering College, Erode

I Completed My Bachelor Degree in Computer Science & Engineering (**2014 - 2018**)

Sri Ganga Matric Hr Sec School, Chennimalai

I Completed My Higher Secondary in **2014**

Young India Matric Hr Sec School, Chennimalai

I Completed My Primary in **2012**