SARAN

MOTION GRAPHICS DESIGNER · BROADCAST MEDIA · AI-DRIVEN CONTENT CREATION

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Behance: behance.net/d27a14b0 | Portfolio: Google Drive Portfolio

PROFESSIONAL SUMMARY

Creative **Motion Graphics Designer** with nearly 3 years of end-to-end production experience across **broadcast media**, advertising, and digital content. Currently at **Polimer Media Private Limited** — Tamil Nadu's leading news broadcaster — designing and delivering animated news packages, on-air graphics, and motion sequences for live television. Pioneer in integrating **AI-powered generation tools** (Runway, Midjourney, Claude AI) into production pipelines to accelerate output and elevate visual quality. Proficient across the full **Adobe Creative Suite**, 3D (Blender, Autodesk 3ds Max, Unreal Engine), UI/UX (Figma, Adobe XD), and **Microsoft PowerPoint** presentations. Known for rigorous adherence to brand guidelines, cross-functional collaboration, and consistently delivering high-quality work under fast-paced, deadline-driven conditions. Seeking to contribute broadcast-honed creative discipline and AI-forward thinking to a global MNC environment.

CORE COMPETENCIES & KEYWORDS

- ✓ Motion Graphics Design
- ✓ Adobe After Effects
- ✓ Adobe Premiere Pro
- ✓ Broadcast Design & On-Air Graphics
- ✓ Video Editing & Post-Production
- ✓ Digital Content Creation
- ✓ 2D & 3D Animation
- ✓ Adobe Photoshop & Illustrator
- ✓ Adobe InDesign
- ✓ Brand Guidelines & Visual Identity
- ✓ Social Media Content Creation
- ✓ Campaign Design & Execution
- ✓ AI-Powered Content Generation
- ✓ UI/UX Design — Figma & XD
- ✓ Corporate Presentation Design
- ✓ Microsoft PowerPoint / Google Slides
- ✓ Storyboarding & Concept Development
- ✓ Typography & Colour Theory
- ✓ Colour Grading & Compositing
- ✓ Kinetic Typography
- ✓ Visual Storytelling
- ✓ Cross-Functional Collaboration
- ✓ Client Servicing & Stakeholder Mgmt.
- ✓ Deadline & Workflow Management
- ✓ Asset Management & File Organisation
- ✓ Quality Assurance & Brand Consistency
- ✓ Photography & Cinematography

PROFESSIONAL EXPERIENCE

Motion Graphics Designer

Dec 2024 — Present

Polimer Media Private Limited · Chennai, Tamil Nadu · Full-time · Broadcast Television

- Design and deliver **broadcast-quality motion graphics**, animated news packages, lower-thirds, title sequences, and on-air graphic elements using **Adobe After Effects** for live Tamil-language television.
- Optimise creative production workflows and asset pipelines to meet consistent **24-hour turnaround deadlines** in a high-pressure broadcast environment alongside a 12-person creative team.
- Pioneer integration of **AI-driven video tools** — Runway Gen-3, Hailuo, Higgsfield, and Seedance — into production pipelines, enhancing visual output quality while reducing rendering time by 30%.
- Maintain strict adherence to **channel brand guidelines and visual identity standards** across all broadcast deliverables, ensuring consistent, on-brand on-air presentation.

- Collaborate cross-functionally with editorial, production, and news teams to develop timely, compelling content aligned with broadcast objectives and editorial tone.
- Design **promotional and social media content** — reels, story graphics, and campaign visuals — distributed across Polimer's digital and social platforms.

Product & Motion Graphics Designer

Sep 2023 — Nov 2024

Fly AD Agency · Chennai, Tamil Nadu · Full-time (5 months) + Part-time (8 months) · Advertising & Marketing

- Designed and produced end-to-end **motion graphics, product visuals, and animated advertising campaigns** for multiple concurrent client accounts, delivering against marketing objectives and brand guidelines.
- Created high-impact promotional content across digital formats — **social media reels, OTT pre-roll advertisements, digital display campaigns**, and product showcase videos.
- Integrated **sound design (SFX/audio)** with visual motion content to produce complete, polished broadcast-ready advertising deliverables from concept to final export.
- Managed concurrent **post-production pipelines** including raw footage assembly, colour grading, compositing, and multi-format delivery across simultaneous client projects.
- Collaborated with account managers and creative directors to translate client briefs into compelling **visual narratives and campaign assets**, contributing directly to client satisfaction and campaign performance.

EDUCATION

B.Sc. Visual Communication

2021 – 2024

Alpha Arts and Science College · Madras University · Chennai, Tamil Nadu

89% · First Class with Distinction

Higher Secondary Certificate (HSC)

2021

Koilpillai Matric Hr. Sec. School · Tamil Nadu State Board

76%

TECHNICAL SKILLS & SOFTWARE PROFICIENCY

VIDEO, MOTION & POST-PRODUCTION

Adobe After Effects · Adobe Premiere Pro · Runway Gen-3 · Hailuo AI · Higgsfield · Seedance

GRAPHIC DESIGN — ADOBE CREATIVE SUITE

Adobe Photoshop · Adobe Illustrator · Adobe InDesign · Adobe Dreamweaver · Adobe XD

3D DESIGN & REAL-TIME RENDERING

Autodesk 3ds Max · Blender · Unreal Engine 5

UI/UX & PRESENTATION DESIGN

Figma · Adobe XD · Microsoft PowerPoint · Google Slides · Canva

GENERATIVE AI & CREATIVE TOOLS

Claude AI · ChatGPT · Google Gemini · Midjourney · Stable Diffusion

CREATIVE PRODUCTION DISCIPLINES

Colour Grading · Compositing · Storyboarding · Sound Design (SFX) · Photography · Cinematography

PORTFOLIO

Behance Portfolio: https://www.behance.net/d27a14b0

Google Drive (Work Samples): https://drive.google.com/drive/folders/1rEvGYmrJYGjFf4MeUiqHvlux69DmbGQ8