

# KASHYAP NAGI

Senior Motion Graphic Designer | AI-Integrated Visual Production

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## PROFESSIONAL SUMMARY

Results-driven Senior Motion Graphic Designer with 8+ years of experience in motion graphics, 2D/3D animation, video editing, and AI-integrated visual production. Proven track record of delivering high-impact branded video content for globally recognized brands including Coca-Cola, Amazon, and Campa. Consistently reduced content production timelines by 30–40% through workflow automation and design systems. Proficient in Adobe After Effects, Premiere Pro, Blender, Unreal Engine 5, DaVinci Resolve, and leading generative AI tools including Kling AI, Runway ML, and Midjourney. Adept at leading creative teams, managing end-to-end post-production pipelines, and producing 16–30 polished motion graphic assets per month for social media, corporate video, and broadcast channels.

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## CAREER HIGHLIGHTS

- Produced branded motion graphic content for major global brands — Coca-Cola, Amazon, and Campa — delivering campaign-ready video assets aligned with international brand standards.
- Generated 1M+ organic views for Likee App through a viral UGC-style video, contributing to measurable user acquisition growth.
- Reduced creative team content turnaround by 30–40% by designing automated design systems and streamlining production workflows.
- Delivered 16–30 polished motion graphic assets per month at BLS International, a government services organization operating across 70+ countries.
- Built a photorealistic 3D MetaHuman learning environment in Unreal Engine 5 integrated with generative AI for immersive EdTech delivery.

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## KEY SKILLS

**Motion Design & Animation:** 2D Animation, 3D Animation, Motion Graphics, Character Animation, Kinetic Typography, Visual Effects (VFX), Title Sequences, Explainer Videos, Storyboarding

**Video & Post-Production:** Video Editing, Corporate Video Production, Color Grading, Sound Synchronization, Social Media Content Creation, Videography, Broadcast Production

**Creative Software:** Adobe After Effects, Adobe Premiere Pro, Adobe Photoshop, Adobe Illustrator, Figma, Blender, DaVinci Resolve, Unreal Engine 5, MetaHuman

**AI Visual Production:** Kling AI, Seedance AI, Runway ML, Pika Labs, Luma, Midjourney, Stable Diffusion, Adobe Firefly, DALL-E, Prompt Engineering, Generative AI

**Leadership & Project Management:** Creative Team Leadership, Workflow Automation, Client Coordination, Project Management, Brand Storytelling, Content Strategy

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## WORK EXPERIENCE

### Senior Motion Graphic Designer

*BLS International | New Delhi, India | Feb 2026 - Present*

- Independently produce 16–30 motion graphic assets per month — including social media reels, corporate videos, digital advertisements, and internal communications — consistently on schedule.

- Design and animate 2D and 3D motion graphic content in Adobe After Effects and Premiere Pro for Instagram, LinkedIn, YouTube, and broadcast channels.
- Deploy Kling AI and Seedance AI to accelerate asset production turnaround while maintaining premium visual quality standards.
- Own the full post-production pipeline: concept development → storyboarding → animation → color grading → sound synchronization → final export.

### **Motion Graphic Artist — Founding Design Lead**

*ByteEdge | Gurugram, India | Jan 2023 – Jan 2026*

- Architected the complete visual identity and product design for byteEDGE and SageX EdTech apps, used by thousands of active learners.
- Produced branded motion graphic and video content for global consumer brands including Coca-Cola, Amazon, and Campa, delivering campaign-ready assets aligned with international brand guidelines.
- Built the byteEDGE AI Learning Platform using photorealistic 3D MetaHuman environments in Unreal Engine 5 with generative AI integration for immersive educational experiences.
- Led and mentored a multidisciplinary creative team through 100+ educational content modules, maintaining cinematic production quality.
- Designed automated design systems and production workflows that reduced content turnaround time by 30–40% across all projects.

### **Senior Motion Graphic Designer & Video Editor**

*Digilink Ads | New Delhi, India | Jun 2021 – Dec 2022*

- Directed multi-channel brand campaigns integrating 2D animation, 3D animation, motion graphics, and promotional video production for clients across retail, e-commerce, and entertainment sectors.
- Managed a creative team of 5+ designers through the full video production lifecycle — from concept development to final delivery — achieving 100% on-time project completion.
- Produced high-volume social media content for Instagram, YouTube, and Facebook, and developed client pitch presentations under rapid turnaround deadlines.

### **Motion Graphic Designer & Video Editor**

*Enhance Business Solutions | Gurugram, India | Mar 2019 – May 2021*

- Created a viral UGC-style video campaign for Likee App, generating 1M+ organic views and contributing to measurable user acquisition growth.
- Produced 50+ branded video assets per month across multiple client accounts, maintaining consistent quality and platform-specific formatting.
- Analyzed audience behavior and platform algorithms to optimize content strategy and maximize organic reach and engagement.

### **Motion Graphic Designer & Video Editor**

*Unigates Systems | New Delhi, India | Aug 2018 – Feb 2019*

- Designed print and digital creative assets — posters, banners, and promotional graphics — for client marketing campaigns across multiple industries.
- Managed social media accounts including content scheduling, posting, and audience engagement.

### **Freelance Motion Graphic Designer**

*Independent Contractor | Remote | Jan 2017 – Jul 2018*

- Delivered end-to-end creative projects including logo design, brand identity, short-form video editing, and promotional motion graphics for clients across industries.
  - Built a track record of on-time, within-budget delivery through independent client management and clear communication.
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## EDUCATION

**Bachelor of Arts** | University of Delhi | 2018 – 2020

**Diploma in 3D / 2D Animation and Graphics** | Maya Academy of Advanced Cinematics (MAAC) | 2017 – 2018

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## CERTIFICATIONS

**Adobe Certified Professional** — Adobe After Effects & Adobe Premiere Pro (Adobe Creative Suite)

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## LANGUAGES

**Hindi** (Native) | **English** (Professional Working Proficiency) | **Punjabi** (Conversational)