

ARAVINDHAN P

Lead - Design Team

8270969129 @aravindhan1908@gmail.com <https://a3k3cp.github.io/Portfolio/> [linkedin.com/in/aravindhan-profile/](https://www.linkedin.com/in/aravindhan-profile/)

SUMMARY

Creative and versatile design lead with 3 years of experience in Graphic Design, UI/UX, Motion Graphics, and Video Editing. Known for transforming ideas into bold, intuitive digital experiences. Strong in team leadership, storytelling, and end-to-end design execution. Passionate about user-centric design and actively applies AI tools to enhance creativity, productivity, and precision. Always exploring new technologies to deliver future-ready, impactful solutions.

EXPERIENCE

06/2025 – Present	●	Lead - Design Team ProcessDrive India
Hosur		<ul style="list-style-type: none">Direct and oversee multi-domain design execution across branding, UI/UX, motion graphics, and video for in-house brands like RentAsst and Digitool365.Introduced AI-powered tools into the design workflow to improve efficiency, quality, and creative output.Lead and mentor a growing design team while collaborating with developers and marketers to ensure design aligns with business goals.
06/2022 – 06/2025		Graphic Designer ProcessDrive India
Tirupattur		<ul style="list-style-type: none">Designed logos, websites, social media creatives, and marketing collateral for internal and client-facing projects.Created and edited explainer videos, product animations, and reels using After Effects and DaVinci Resolve.Supported product and marketing teams by delivering consistent, high-quality visual assets under tight deadlines.

EDUCATION

2017 - 2021	●	BE, Electronics and Communication Engineering Government College of Engineering
Dharmapuri		

KEY ACHIEVEMENTS

	Extra Mile Stone Award 2025 Honored for exceptional performance and dedication in driving key design initiatives across multiple brands.		Best Performer Award Recognized for consistently delivering high-quality work across design, motion graphics, and UI/UX projects under tight deadlines.
--	--	---	---

SKILLS

Graphic Design	Figma	Illustrator	Photoshop	After Effects	DaVinci Resolve	Video Editing
Motion Graphics	Wireframing	Prototyping	UI/UX Design	Design Systems	Team Management	

KEY PROJECTS

ProcessDrive (including Odoo, RentAsst, Digitool365 & SYFol)
<ul style="list-style-type: none">Led full-spectrum design execution across ProcessDrive's internal brands — Odoo solutions, RentAsst (rental platform), Digitool365 (ERP SaaS), and SYFol (ticketing system).Delivered complete brand identities including logo designs, animations, creatures, and visual systems tailored to each platform.Created high-impact UI/UX designs for websites, mobile apps, dashboards, and landing pages — each optimized for function, responsiveness, and brand tone.Produced explainer videos, launch videos (Tamil & English), product animations, and SMO content using After Effects and DaVinci Resolve.Designed marketing collaterals: brochures, standees, flyers, social posts, and internal/external branding materials for events and campaigns.Developed engaging motion assets including character animation, custom character creation, and interactive animated elements for web and video.Applied AI tools for layout ideation, illustration, prompt-driven visuals, asset generation, and design automation — improving creative speed and consistency.
Client Projects (External)
<ul style="list-style-type: none">Designed and delivered marketing creatives (social media banners, posters, and videos) for 3+ client brands in varied industries.Maintained strong brand consistency and quality while working under tight timelines.Supported ongoing SMM campaigns and product promotions using AI-enhanced design workflows.