

# 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"><li>Direct and oversee multi-domain design execution across branding, UI/UX, motion graphics, and video for in-house brands like RentAsst and Digttool365.</li><li>Introduced AI-powered tools into the design workflow to improve efficiency, quality, and creative output.</li><li>Lead and mentor a growing design team while collaborating with developers and marketers to ensure design aligns with business goals.</li></ul>
06/2022 - 06/2025	Graphic Designer ProcessDrive India
Tirupattur	<ul style="list-style-type: none"><li>Designed logos, websites, social media creatives, and marketing collateral for internal and client-facing projects.</li><li>Created and edited explainer videos, product animations, and reels using After Effects and DaVinci Resolve.</li><li>Supported product and marketing teams by delivering consistent, high-quality visual assets under tight deadlines.</li></ul>

### EDUCATION

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

### KEY ACHIEVEMENTS

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

#### Enterprise SaaS & Digital Platforms

- Led end-to-end design execution across multiple SaaS platforms including ERP solutions, rental management systems, business productivity tools, and ticketing platforms.
- Delivered complete brand identity systems — logos, animations, mascots, and visual guidelines tailored to each platform.
- Designed UI/UX for websites, mobile apps, dashboards, and landing pages, ensuring functionality, responsiveness, and alignment with brand tone.
- Produced explainer videos, launch films (in multiple languages), product animations, and SMO content using After Effects and DaVinci Resolve.
- Created marketing collaterals such as brochures, standees, flyers, social posts, and branding materials for campaigns and events.
- Developed engaging motion assets including character animations, custom mascots, and interactive animated elements for web and video.
- Applied AI-assisted tools for layout ideation, illustration, visual asset generation, and workflow automation — accelerating design delivery and maintaining consistency.

#### Client Projects (External)

- 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.