

Abhijith Nair



Professional Summary

A Senior Motion Artist and Designer who blends design, visual structure, and creative tech. Since 2020, I've worked across graphic design, animation, and 3D content.

Currently at Rhythmed Media, I lead projects as a Senior Designer, shaping everything from packaging to cinematic product reels.

I've grown from a quiet learner into a confident visual problem-solver — always curious, always experimenting.

Skills

Graphic Design

Adobe Photoshop, Illustrator, InDesign; Brand identity, Packaging, Print & Digital creatives;

Campaign design

(OOH, social, banners, mailers)

Video & Motion

Adobe Premiere Pro, After Effects; Reels, Shorts, Brand videos, Motion graphics, Explainer videos, CGI

3D Design

Maya, Substance Painter, Z-Brush, After Effects Product visualization, character modelling, animation

AR Design

Create immersive digital experiences with Meta Spark AR filters and basic interactive content designed for social platforms and campaigns.

Client Servicing & Project Management

Brief interpretation, stakeholder presentations, feedback cycles;
Coordinated with strategy, copy, and performance marketing teams;
Delivered 100+ campaigns with on-time delivery



Professional Experience

Senior Graphic & Motion Designer Rhythmed Media 2023–Present

Key creative lead trusted with high-priority projects and brand-defining visuals.

I spearhead campaigns that blend motion design, 3D animation, and immersive media — consistently delivering premium output at speed and scale. My core work includes cinematic CGI product reels, AR-enhanced content, and digital brand films for the wellness, construction, and entertainment sectors.

Notable clients include IPL's Lucknow Super Giants, Painterior, Mcon Rasayan, and YKBI.

Beyond production, I mentor junior designers and help shape the studio's creative benchmarks — playing a central role in both execution and direction.

Graphic Designer Rhythmed Media 2022 – 2023

Supported major brand and social media campaigns while building core design experience.

Worked across FMCG, fashion, wellness, and corporate sectors — developing packaging, digital creatives, and print collateral for clients including Victorinox, PFI (Pilates Festival India), and Bademiya.

Gained a strong foundation in communication design, attention to detail, and design thinking under tight deadlines.

Freelancer 2022 – Present

This early experience sharpened my aesthetic instincts and creative problem-solving — helping me land my first major role with Rhythmed Media right after graduation.

I've worked with brands like Tata and Greed.Ball (an IPL initiative) through collaborations with agencies such as TheSocialPill. I continue to take on select freelance projects, with many clients returning or referring me by word of mouth.

Certifications

Diploma in 3D Animation, Motion and Graphic Design

Arena Animation, Dadar, Mumbai

Learned core design tools and visual principles.

Diploma in 3D Modelling and Animation

MAAC, Charniroad, Mumbai

Focused on Maya, simulations, and product-based CGI

Brand Strategy

CDME, Mumbai

Gained insights into strategic branding, positioning, and audience targeting.
