



## RITA MISHRA



New Delhi



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### OBJECTIVE

Graphic Designer and Video Editor with over 5+ years of professional experience, specializing in branding, social media creatives, and video editing. Proficient in modern AI tools for design automation and video enhancement, with a strong focus on quality and brand consistency.



### SKILLS

Adobe After Effects  
Adobe Premiere Pro  
Adobe Photoshop  
Photoshop firefly  
Adobe InDesign  
Blender  
AI Tools & Automation



### LANGUAGES

Hindi  
English



### ACHIEVEMENTS & AWARDS

Delivered consistent, high- impact design across multiple industries.  
Contributed to campaigns with a combined 10M+ reach.  
Integrated AI - powered tools( Runway ML, ChatGPT, Midjourney) into motion design and video editing projects to speed up production and enhance creativity.  
Proficient in AI video tools such as OpenAI, Sora2, Google Veo 3 and Runway Gen-4 for generating high-quality, narrative video content.



### EXPERIENCE

#### **Navbharat Times - Lucknow**

*July 2019 - Nov 2020*

Graphic designer & Video Editor  
Created news graphics, social media creatives, and video content while maintaining brand consistency and tight deadlines.

#### **Blackboard Education Research & Foundation - Noida**

*Dec 2020 - May 2021*

Graphic Designer and Video Editor  
Designed creative visuals for educational content, including course banners, posters, presentations, and digital ads. Edited educational Videos, short reels for social platforms to promote courses and research programs.

#### **Special Holiday Pvt Ltd - Noida**

*May 2021 - June 2023*

Motion Graphic Designer and Video Editor  
Designed travel marketing creatives including posters, banners, brochures, flyers, and social media posts. Created engaging videos for travel promotions, destination highlights, tour packages, and social media reels.

#### **Wayfarer E Commerce Pvt Ltd - Noida**

*July 2023 - Present*

Sr. Graphic Designer and Video Editor  
Created videos, ads, reels, and short-form promotional content for social media and online campaigns. Used AI tools for design assistance, background removal, image enhancement, video generation, and automation to improve speed and quality.  
Developed high-converting visuals for product launches, seasonal sales, and performance marketing campaigns. Edited videos with text, transitions, music, subtitles, and motion graphics optimized for e-commerce platforms.  
Edited promotional and product videos using AI Tools.



## EDUCATION

### High School

2013

Kendriya Vidyalaya Rdso, Lucknow

### Intermediate

2015

Kendriya Vidyalaya Rdso Lucknow

### Bachelor of Journalism And Mass Communication

2019

Rama University

### AI for Creatives : Leveraging Artificial Intelligence in Design Workflows

2025

SkillsShare



## ADDITIONAL INFORMATION

### Portfolio

bento.me/funaria815

<https://www.behance.net/ritzpixge815>