

KINJAL PITRODA LALJI

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Transforms Creativity into Impactful Visual Solutions, Fueled by a Deep Passion for Design Excellence

Award winning, creative and detail-oriented designing professional with a proven track record in multimedia content creation, graphic design, and UI/UX design. Skilled in developing visually compelling marketing assets, infographics, and educational materials that engage diverse audiences. Adept at managing complex projects, leading creative teams, and maintaining brand consistency. Strong collaborator with excellent client communication skills and a passion for visual storytelling. Proficient in Adobe Creative Suite, 2D/3D animation, and VFX integration, consistently delivering innovative and high-quality visual solutions.

CORE COMPETENCIES

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| • Multimedia Content Creation | • Camera Tracking & Matchmoving | • Creative Direction & Visual Storytelling |
| • 2D Animation & 3D Modeling | • High-Quality Visual Assets | • User Experience Enhancement |
| • Graphic & UI/UX Design | • Digital Marketing Materials | • Creative Problem Solving |
| • VFX Integration | • Social Media & Infographic Design | • Design Strategy & Concept Development |
| • Post-Production Work | • Project Management | • Visual Effects Integration |

PROFESSIONAL EXPERIENCE

CENTRE FOR DEVELOPMENT OF ADVANCE COMPUTING (C-DAC), HYDERABAD, AUG 2021 - PRESENT

Multimedia - Project Engineer

- Oversee the development and implementation of multimedia strategies, ensuring consistency and effectiveness across various educational platforms and materials.
- Create engaging 2D animation videos and awareness materials to effectively educate diverse audiences on cybersecurity practices and protocols.
- Design intuitive website UX and visually compelling infographics - enhancing user experience and delivering critical security information clearly.
- Develop a wide range of multimedia content, including social media posts, brochures, and newsletters, increasing public awareness and promoting best practices in information security.
- Produce high-quality visual assets such as logos, banners, and presentations to support educational campaigns and reinforce the Ministry of Electronics and Information Technology's initiatives.
- Collaborate on the creation of impactful cartoon storyboards, mascots, and short films to capture and maintain audience engagement while disseminating important cybersecurity messages.

Key Achievements:

- Led the creation of multilingual infographic posters in 12 Indian languages, significantly enhancing the reach and impact of the Stay Safe Online Campaign.
- Designed and implemented 3D stall layouts and engaging multimedia content for Digital India Week (DIW) 2022, elevating the event's overall presentation and visitor experience.
- Developed comprehensive UI designs for multiple websites under ISEA Phase 3, improving user interaction and accessibility for cybersecurity education.
- Managed and grew the Digital India YouTube channel to engage around 626,000 people, boosting public awareness and educational outreach on information security.

Projects:

- **Cyber Jaagrookta Diwas - 2022 - Present:** Develop multimedia content such as social media posts, posters, and banners to promote cybersecurity awareness and education. - We've added the <http://www.infosecawareness.in> link here, please suggest if you'd like to change it.
- **C-DAC Sports & Tech Fest - 2024:** Designed print content, including certificates, standees, logos, banners, mascots, and flags, for the sports and tech festival.
- **Stay Safe Online Campaign under G20 India - 2022-2023:** Created and developed print and digital content, including multilingual infographic posters, a daily tip calendar, slogan posters, and more, while designing the UI for the website and 3D stall layouts.

- **Digital India Week (DIW) - 2022:** Produced a variety of multimedia content for C-DAC, including 2D animation videos, infographics, brochures, and posters, while also designing 3D stall layouts.
- **Information Security Education and Awareness (ISEA) - Phase 3 UI Design for Websites:** Designed user interfaces for multiple websites, including Stay Safe Online, Cyber Cadet, Cyber Kid, and Digital Nagrik, to enhance user experience and engagement.
- **Social Media Design:** Managed and designed content for the Digital India YouTube channel and oversaw the Information Security Awareness YouTube channel and Instagram account (ssoindia).

ARENA ANIMATION, MUMBAI, JUL 2021 - AUG 2021

Graphics Software Teacher

- Taught industry-standard software for creating graphics, animations, and VFX, ensuring comprehensive tool mastery.
- Facilitated practical exercises and hands-on exercises to boost students' learning, technical skills and practical experience.
- Provided personalized guidance and feedback to help students refine their graphic and animation skills.
- Developed instructional materials and resources to support students in mastering complex software and real-world applications.
- Organized workshops and sessions to keep students current with industry trends and software advancements.

TRACE VFX, MUMBAI, FEB 2019 - JUL 2021

Junior VFX Artist

- Performed camera tracking and matchmoving, integrating VFX seamlessly into film and episodic projects.
- Collaborated with team members and supervisors to navigate the studio pipeline, contributing to the production process.
- Gained hands-on experience in post-production workflows, mastering visual effects integration.
- Ensured timely project delivery by efficiently managing tasks in the file production unit maintaining high-quality standards.

KICKSTART SOLUTIONS LLP, VADODARA, DEC 2017 - JAN 2019

Graphic Designer

- Crafted logos, marketing materials, and website layouts with design software for strong visual impact.
- Upheld brand consistency through meticulous attention to detail and strict adherence to guidelines.
- Stayed current with design trends and incorporated industry best practices, keeping visual assets fresh and relevant.
- Worked closely with clients and teams, understanding project requirements, and delivering compelling, effective designs.
- Managed multiple projects efficiently, ensuring timely and high-quality delivery, balancing creativity and practical constraints.

EDUCATION & CREDENTIALS

BACHELOR OF TECHNOLOGY - COMPUTER SCIENCE ENGINEERING - 2018
ITM Vocational University, Vadodara

CERTIFICATIONS & COURSES:

Figma UI/UX Design Certification - Udemy, 2024
Arena Animation International Program - Visual Effects (AAIP – VFX), Vadodara, (2D, 3D & VFX Software), 2018: A Grade
NCC C Certificate: A Grade

ADDITIONAL INFORMATION

Languages: English, Hindi, and Gujarati

Technical Proficiencies: 2D Designing Software: Photoshop, Illustrator, CorelDRAW, Canva | Video Editing & Animation Software: Premiere Pro, After Effects | UI Design Software: InDesign, Figma | 3D Software: Autodesk Maya - 3D modeling, animation, and rendering | VFX Software: 3D Equalizer | Additional Skills: Adobe Creative Suite, Multilingual Design, Studio Pipeline

- Please mention any other tool/software that you've used. It may include Microsoft Office suite as well.

Awards & Recognitions:

- Recognized as the top coordinator for successfully managing the 25th Tech & Short Fest - 2024 at C-DAC, Hyderabad.
- Awarded Best Multimedia Employee of the Year among 12 C-DAC centers nationwide.