

Job Title: Graphic Designer / Motion Designer

Location: Wagle Estate, Thane

Employment Type: Full-Time

Experience: Freshers / 6 Months Experienced

Job Summary:

We are seeking a versatile and creative Graphic Designer / Motion Designer to join our growing team. You will be responsible for producing visually engaging graphics and motion assets for digital campaigns, social media, in-app experiences, and marketing communications. Your work will play a key role in building brand identity, improving user engagement, and creating memorable visual narratives.

Key Responsibilities:

Graphic Design

- Design high-quality visuals for digital platforms, including social media posts, banners, emailers, pitch decks, and print collaterals
- Work with marketing and product teams to translate ideas into compelling creatives that drive engagement
- Maintain brand consistency and ensure designs align with brand guidelines and tone
- Support campaigns, product launches, and internal initiatives with impactful visual content

Motion Design

- Create engaging motion graphics and short animations for videos, explainer content, product demos, app interactions, and social media
- Use tools like After Effects, LottieFiles, Rive, or similar to design smooth transitions and animations
- Collaborate with UI/UX & other team members to integrate motion elements seamlessly.
- Develop animated illustrations, iconography, and micro-interactions to enhance digital storytelling

Requirements:

- Fresher / 6 months of experience in graphic and motion design
- Strong portfolio showcasing both static and animated work across digital channels
- Proficiency in Adobe Creative Suite (Photoshop, Illustrator, After Effects, Premiere Pro, etc.)
- Experience with animation tools such as LottieFiles, Rive, Blender, or Spine is a strong plus
- Ability to conceptualize creative ideas and bring them to life with storytelling and motion
- Familiarity with social media trends, video formats, and design for mobile-first platforms
- Strong time management skills and attention to detail

Nice-to-Have:

- Knowledge of Figma or design collaboration tools
- Basic understanding of HTML/CSS or front-end animation integration
- Sound editing and audio syncing skills for videos