

GEETHANJALI

UX DESIGNER | CREATIVE STRATEGIST | 2D & 3D DESIGNER

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Portfolio link: <https://geethanjalicchandrashekar.artstation.com>

PROFESSIONAL EXPERIENCE

CO-OP Lead Associate (Challenge Trg) | United Kingdom, Coventry

2023 April -2024 Jun

- Managing a team of 30 individuals to ensure efficient delivery of work targets and objectives.
- Conducting weekly meetings with team members to monitor their performance, address concerns, and provide support as needed.
- Developing and implementing new strategies to improve team productivity and meet performance goals.
- Ensuring that all products are delivered to their required destinations in a timely and efficient manner.
- Using an LLOP (low-level order picker) to pick and move products around the warehouse, utilizing a voice system for efficient and accurate picking.
- Conducting new employee induction to ensure new team members are equipped with the knowledge and tools needed to succeed in their roles

Associate Motion Graphic Artist | Think and Learn Pvt, ltd. by Byju's

May 2021 - Jul 2022

- **Majorly worked for e-Learning courses and Motion graphic creation.**
- Creating of 2D animation visual effects, character animation includes.
- Utilizing visual compositing in After Effects to create engaging e-learning video games for primary students, focusing on teaching mathematics through creative visual elements. Conducted extensive research on **UX** design principles to enhance the learning experience and ensure content was both educational and user-friendly.
- Coordinating with the pre-production and audio teams to build a seamless post-production process is crucial in creating polished, high-quality motion graphics and videos.
- Developed 3D animations in Maya and applied keying techniques, while utilizing 2D motion graphics in After Effects to enhance and support visual content for eLearning projects.

Creative Associate 2D | WhiteHatJr + Byjus

May 2021 - Jul 2021

- **Majorly worked for e-Learning courses and Storyboard and UX design .**
- Designed and developed e-learning courses with a focus on simple mathematics game design, enhancing learning experiences through interactive content.
- Collaborated on storyboarding for educational projects, translating concepts into Comic Creation, clear visual narratives using Adobe Illustrator and Photoshop.
- Applied UX design principles to create intuitive user interfaces, ensuring an engaging and accessible learning environment for young learners.
- Create wireframes, prototypes, and high-fidelity designs using Figma, along with project engineers to established Design System

2D Creative Faculty | Image Creative Education Ltd,Pvt. | Bengaluru

Feb 2021 - May 2021

- Experienced in teaching 2D animation techniques, including character design, motion graphics, and storyboarding, using software like Adobe After Effects and Illustrator. Skilled in delivering engaging lessons that foster creativity and technical proficiency in students.

- Created detailed technical and architectural illustrations using Adobe Illustrator to support real estate to build high quality property mapping and project planning.
- Assisted architectural design teams by translating complex blueprints and designs into clear, visually engaging illustrations.
- Developed high-quality vector illustrations to represent building layouts, site plans, and infrastructure for real estate presentations.

Covid Break downs | To support career growth I was upskilling in Animation and illustration.

Jan2020-Oct 2020

Junior Graphic Designer | Media City Magazine and E-Channel. | Kochi

Dec 2014 - Dec 2015

- Designed covers & layouts for 10 magazines, also did video editing and product label design.
- Provided marketing strategy to help the launch selling of 12 organic cleaning products.

EDUCATION

**Higher Diploma | VFX & 3D Modeling | Image Creative Education
Bengaluru | Annamalai University**

Oct 2017 - Dec 2019

- Specialized in **Media Creation And VFX** techniques utilizing industry-standard software, including **Nuke, Maya, After Effects, and Motion Graphics. Proficient in 2D Animation, Graphic Design, Branding, And Digital Marketing**

**Bachelor of Computer Applications (BCA) | T John Institute Of Technology
Major in Computer Software Coding**

May 2011 - May 2014

- Proficient in programming languages: C, C++, HTML and CSS
- Usage of Data Base and Data Structuring. Software's mySQL/PLSQL
- Experienced in system programming and Design management.

TRANSFERABLE SKILLS

User Research and Analysis	Visual Interaction Design	Animation and Motion Design
Visual Communication	Responsive Design	Strategic creative thinking
User Testing Tools	Storyboarding	GUI design

TECHNICAL SKILLS

Graphic & UX Design tools: Figma, Adobe XD Illustrator, Indesign and Canva	Animation Tools: Animate CC, Aftereffects Premier Pro& Nuke. Figma.	Presentation skills: Microsoft Excel, Power Point Presentation, Infographics and Google slide.
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ADDITIONAL INFORMATION

- **Languages:** English, (learning Dutch) and **Indian Languages**, Tamil, Kannada, Malayalam & Telugu.
- **Certifications:** Professional Design Engineer (PDE) License [hashtag#webdevelopment](#) [hashtag#html](#) [hashtag#webdesign.](#), Project Management Tech (PMT).LinkedIn Certification

CONTACT

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- **Portfolio link:** <https://geethanjali-chandrashekar.artstation.com>