

ARJUNAN A B

Graphic Designer & Video Editor

E-mail id: arjunan.bhaskar@gmail.com

Portfolio: <https://www.behance.net/arjunanbhaskar>

PROFILE:

Experienced graphic designer with 5 years of proven expertise in creating captivating video and static assets. Proficient in a wide range of design software and tools, with a strong understanding of current design trends and techniques. Skilled in conceptualizing and developing innovative design concepts, from initial ideation to final delivery.

PROFESSIONAL EXPERIENCE:

❖ TVS ELECTRONICS PVT LTD - CHENNAI

Graphic Designer, Feb 2024 – Current

- Actively contribute to TVS Electronics as a Graphic Designer, overseeing projects from start to finish for timely and high-quality delivery.
- Produce compelling graphic designs for various mediums including EDMs, Brochures, Standees, Kanopies, Newsletters, and Social Media posts.
- Create engaging video content such as Explanation videos, whiteboard animations, and Motion graphics, showcasing versatility and creativity in visual communication. Awarded the **Spot Recognition Award in March 2024** for exceptional commitment and excellence in work.

❖ AYATI WORKS - CHENNAI

Motion Graphic Designer, Nov 2023 – Feb 2024

- Participated in all facets of motion graphics projects completion from start to finish, ensuring that everything was finished in timely manner.
- Produced motion graphics for multiple Clients like Nippo, Herbale, Vels Group, Kolo snacks and others.
- Created short animated videos, designed 3d assets, and operated the camera when needed.

❖ **TEAM CYCLE WORLD PVT LTD - BANGALORE**

Motion Graphic Designer, June 2023 – Nov 2023

- Played an integral role at Team Cycle World Pvt Ltd, South India's largest bicycle retail franchise, collaborating across teams to design impactful marketing video assets, leading to enhanced ad performance.
- Introduced motion graphic videos to TCW's social media pages, designed over 100 static and video assets, incorporated into public campaigns, amplifying brand visibility and engagement.
- Led the digital marketing team, resulting in a substantial **increase of over 300 followers** on Instagram following my joining.

❖ **PAMZ3D DESIGNS INDIA PVT LTD - COIMBATORE**

Graphic Designer, June 2017 – Jan 2021

- Managed six projects simultaneously as a solo contributor, demonstrating strong organizational skills and multitasking abilities.
- Utilized Lumion software to create 3D houses and designs for Japanese clients, showcasing proficiency in architectural visualization beyond graphic design.
- Received **client appreciation** for consistently delivering projects on time, highlighting reliability and dedication to meeting deadlines.

KEY SKILLS:

- **Graphic Design and Multimedia Skills:** Proficiency in Adobe Creative Suite including Photoshop, Illustrator, After Effects, and Premiere Pro, as well as 3D software such as 3ds Max, Maya, and Lumion.
- **Project Management Expertise:** Successfully managed multiple projects concurrently, ensuring timely delivery and meeting client expectations.
- **Dedication to Excellence:** Consistently received client appreciation for delivering projects on time and exceeding expectations.
- **Effective Time Management:** Demonstrated exceptional time management skills, allowing for efficient prioritization of tasks and successful project completion.

EDUCATION, CERTIFICATIONS AND TRAININGS

- Completed my undergraduate degree in **Multimedia Animation** at Bharathiar University, Coimbatore, from 2020 to 2023.
- Interned at Ozo International as a **3D Modeler** from August 2022 to October 2022, gaining hands-on experience in 3D modeling and animation using software such as 3ds Max, Maya, and Lumion. Created diverse 3D models and animations showcasing proficiency and creativity in the field.
- Interned at Team Cycle World Pvt Ltd, Bangalore, for 3 months from Jan to Mar 2023 as a **Graphic Designer**. Collaborated effectively within the team, specializing in Illustrator and Photoshop. Produced a variety of assets including social media graphics, presentations, and branding creatives.