

[J.sampath]

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[Chennai, Tamil nadu]



Professional Summary

Highly creative and results-oriented **Video Editor** and **UI/UX Designer** with [X] years of experience crafting engaging visual narratives and intuitive digital experiences. Adept at transforming complex concepts into compelling video content and seamless user interfaces. Possessing a keen eye for detail and a strong understanding of user-centered design principles, I am driven to deliver impactful solutions that enhance engagement and achieve strategic objectives.

Skills

Video Editing & Production:

- **Software:** Adobe Premiere Pro, DaVinci Resolve, Adobe After Effects, Adobe Audition, [Any other relevant software, e.g., Final Cut Pro, CapCut]
- **Techniques:** Storyboarding, Scripting, Motion Graphics, Color Grading, Sound Design, Compositing, Green Screen, Multi-cam Editing, Live Stream Production
- **Concepts:** Visual Storytelling, Pacing, Narrative Structure, Brand Integration, Content Optimization, Post-Production Workflow

UI/UX Design & Research:

- **Tools:** Figma, Adobe XD, Sketch, InVision, Miro, Adobe Photoshop, Adobe Illustrator, [Any other relevant tools, e.g., Zeplin, Axure]
- **UX Methodologies:** User Research (Interviews, Surveys), Persona Development, User Flows, Information Architecture, Wireframing, Prototyping, Usability Testing, Heuristic Evaluation, Competitive Analysis
- **UI Principles:** Visual Design, Interaction Design, Design Systems, Responsive Design, Accessibility (WCAG), Typography, Color Theory, Iconography
- **Process:** User-Centered Design, Iterative Design, Design Thinking, Agile/Scrum

Work Experience

[im video editor from tamil news media & web designer from airtel]

[tamil news], [Chennai ,tamil nadu] [sep-2019] – [nil]

- **Video Editor Focus:**

- Edited and produced **[Number]** high-quality videos (e.g., marketing campaigns, tutorials, corporate communications) that contributed to **[Quantifiable Result, e.g., a 25% increase in online views or engagement]**.
- Managed the entire post-production pipeline, including footage ingestion, rough cuts, fine edits, sound design, motion graphics, and final delivery for diverse platforms.
- Collaborated closely with creative directors and marketing teams to ensure video content aligned with brand guidelines and project objectives.
- Implemented efficient project organization and media management strategies, improving workflow efficiency by **[Percentage, e.g., 15%]**.
- **UI/UX Designer Focus:**
 - Conducted user research and analysis, including **[Specific methods, e.g., user interviews, usability testing]**, to uncover critical user needs and pain points for **[Product/Feature]**.
 - Designed intuitive and visually appealing user interfaces and experiences, delivering wireframes, interactive prototypes, and high-fidelity mockups using **[Specific tools, e.g., Figma, Adobe XD]**.
 - Collaborated with cross-functional teams (developers, product managers) to translate user requirements and business goals into feasible and delightful design solutions.
 - Contributed to the development and maintenance of a comprehensive design system, ensuring consistency and scalability across product lines.

[web & graphic designer]

[Airtel], [Chennai, Tamil nadu] [sep-2019] – [nil]

- [List 2-3 key responsibilities and achievements, similar to above, focusing on the blend of your skills or separate duties if applicable.]
- [Example: "Assisted in the design and prototyping of interactive elements for web campaigns while also editing promotional video content."]
- [Example: "Managed media assets and provided post-production support for a series of educational videos, ensuring brand consistency and accessibility."]

Portfolio Projects

- **[Project Title 1]: [Brief Description of Project]**
 - **Role:** [Your Role(s) - e.g., Lead UI Designer & Video Editor]
 - **Contribution:** [Highlight specific tasks, e.g., "Led UX research for app redesign and created all promotional video content."]
 - **View Case Study:** [Link to your specific case study/project page on your online portfolio]
- **[Project Title 2]: [Brief Description of Project]**
 - **Role:** [Your Role(s) - e.g., UI Designer]
 - **Contribution:** [Highlight specific tasks, e.g., "Developed interactive prototypes and tested design concepts with target users."]

- **View Project:** [Link to your specific project page on your online portfolio]
- **[Project Title 3]: [Brief Description of Project]**
 - **Role:** [Your Role(s) - e.g., Video Editor & Motion Graphics Artist]
 - **Contribution:** [Highlight specific tasks, e.g., "Edited a 5-minute promotional video, incorporating custom motion graphics and sound design."]
 - **View Project:** [Link to your specific project page on your online portfolio]

Education

[Your Degree/Certification Name], [Your Major/Program] [University/Institution Name],
[City, State] [Graduation Date]

- *Optional:* Relevant Coursework: [List 2-3 relevant courses, e.g., Human-Computer Interaction, Digital Storytelling]

Awards & Recognition (Optional)

- [Award Name], [Year] - [Brief description of achievement]
- [Recognition/Publication], [Year] - [Brief description]