

JITHIN PV

Motion Graphics Designer | AI-Assisted Video Creator | Generative Media Specialist

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PROFESSIONAL SUMMARY

Senior Motion Designer and AI-assisted video creator with 8+ years of experience in motion graphics, 2D animation, cinematic video editing, product storytelling, and generative media workflows. Experienced in creating campaign videos, social ads, brand films, explainers, learning content, reels, and healthcare product narratives across digital marketing and education ecosystems.

Strong end-to-end production background covering script interpretation, storyboarding, animation, editing, motion graphics, visual enhancement, audio-visual synchronization, and final delivery. Known for combining visual storytelling, precise pacing, and practical AI tools to create clear, engaging, and scalable content.

CORE SKILLS

- Motion Graphics Design, 2D Animation, Visual Storytelling, Narrative Pacing
- AI-Assisted Video Creation, Generative Media, Creative AI Workflows
- Cinematic Video Editing, Campaign Videos, Brand Films, Product Explainers
- Social Ads, Reels, Short-form Content, Audio-Visual Synchronization
- Storyboarding, Creative Direction, Video Finishing, Workflow Optimization
- Cross-functional Collaboration, Team Leadership, Production Coordination

PROFESSIONAL EXPERIENCE

Senior Creative Designer | blueBriX, Kochi | Jan 2024 - Present

- Lead end-to-end motion design and video production for digital campaigns, interviews, promotional videos, and branded content across multiple channels.
- Create motion-led healthcare product explainers, UI walkthroughs, campaign videos, and storytelling assets for digital health audiences.
- Collaborate with marketing, content, product, and leadership teams to align creative direction with campaign objectives and business goals.
- Experiment with AI-assisted creative workflows to accelerate ideation, improve production quality, and enhance creative efficiency.

Lead - Animation & Editing | BYJU'S, Bengaluru | Jun 2021 - Dec 2023

- Led animation and editing teams responsible for educational and storytelling-driven content consumed by large learner audiences.
- Managed end-to-end video production workflows from script interpretation and storyboarding to animation, editing, and final delivery.
- Created scalable workflow templates and production systems to improve efficiency, consistency, and turnaround time.
- Collaborated with content strategists, educators, and designers to produce visually engaging learning experiences.
- Received multiple internal recognitions for ownership, integrity, leadership, and creative production performance.

2D Animator & VFX Artist | Embibe, Bengaluru | Jul 2020 - Jun 2021

- Designed visually engaging 2D animations and VFX-driven educational content to improve learner engagement.
- Worked with content, animation, and design teams to simplify complex concepts through visual storytelling.
- Contributed to animation experimentation and motion systems for digital learning products.

2D Animator | Unigage Inc., Bengaluru | Apr 2019 - Jun 2020

- Produced marketing videos, social media ads, motion graphics, and branded content for digital campaigns.
- Collaborated with designers, writers, and marketing teams to transform ideas into visually engaging stories.
- Delivered motion assets optimized for audience retention, campaign clarity, and engagement.

Jr. Animator | Animations Media, Trivandrum | Nov 2017 - Apr 2019

- Developed animation and multimedia content for educational and commercial projects.
- Supported storyboarding, character animation, editing, and post-production workflows.
- Collaborated with creative teams to deliver visual experiences within production timelines.

TOOLS & SOFTWARE

Creative Software: Adobe After Effects, Adobe Premiere Pro, Adobe Photoshop, Adobe Illustrator

AI & Generative Tools: Runway, Kling AI, Sora, ElevenLabs, Adobe Firefly, ChatGPT, Google Veo, Seedance Pro, Wan 2.5

RECOGNITION

- Certificate of Recognition - blueBriX, 2025
- Extra Mile - BYJU'S, September 2021 and February 2022
- Rockstar Rookie - BYJU'S, July 2021

EDUCATION

Advanced Diploma in Multimedia | Keltron Animation Campus, Kollam, Kerala | 2015 - 2016