



# Vishnual

MULTI-DISCIPLINARY DESIGNER WITH DEEP EXPERIENCE ACROSS MOTION GRAPHICS, 3D, VISUAL EFFECTS, BRANDING AND GENERATIVE ART. I'VE SPENT MY CAREER BLENDING CRAFT, TECHNOLOGY AND STORYTELLING TO CREATE VISUAL EXPERIENCES THAT FEEL EXPRESSIVE, CINEMATIC AND INTENTIONAL.

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## EXPERIENCE

### Lead Motion/Visual Designer

OLA ELECTRIC

MAR 2021 - PRESENT

- LED THE COMPLETE VISUAL IDENTITY OF OLA ELECTRIC – FROM MARKET ENTRY TO BRAND PERCEPTION TODAY. DIRECTED THE MULTI-COLOR LINEUP ANNOUNCEMENT AND CREATED THE DEBUT PRODUCT FILM AS FOUNDING DESIGNER, ESTABLISHING THE VISUAL LANGUAGE FOR INDIA'S EV MARKET.
- LED MAJOR UX INITIATIVES ACROSS MOVEOS – OLA'S FIRST ADVANCED TWO-WHEELER OPERATING SYSTEM. DEFINED THE APP'S 3D-HEAVY DESIGN LANGUAGE ACROSS INTERACTIONS, STATES, AND INTERFACE ELEMENTS FOR HMI AND COMPANION APP EXPERIENCES.
- OWNED END-TO-END DESIGN FOR FLAGSHIP MOODS – VINTAGE AND CARE MODES ACROSS S1 PRO GENERATIONS. VINTAGE REINTERPRETS 80S LUXURY DASHBOARDS; CARE PROVIDES ENERGY INSIGHTS AND RIDING ANALYTICS, BLENDING ECO-FRIENDLY THEMES WITH INDIAN CULTURAL REFERENCES.
- INCREMENTAL MOVEOS RELEASES IMPROVED POLISH AND USABILITY ACROSS 900,000+ USERS, STRENGTHENING RETENTION AND BRAND LOYALTY.
- LED THE COMPLETE REDESIGN AND LAUNCH OF KRUTI.AI – AN AI SYSTEM THAT HANDLES COMPLEX RESEARCH, BOOKING RIDES, PAYING BILLS, GENERATING CONTENT, AND GUIDING DECISIONS. DIRECTED THE LAUNCH FILM INTRODUCING KRUTI TO THE PUBLIC.

### Senior 3D Motion Designer

HOUSEJOY

AUG 2020 - MAR 2021

- PART OF A SMALL DESIGN TEAM PUSHING A HIGH BAR OF CRAFT, POLISH, AND BRAND EXPERIENCE.
- CRAFTED END-TO-END REBRANDING FOR HOUSEJOY
- WORKED CLOSELY WITH DEVELOPERS TO ENSURE SHIPPED FLOWS AND MOTION MATCHED INTENDED BEHAVIOURS ACROSS DEVICES HOUSEJOY APP.

### Creative Controller -Media And Innovation

FTW- BANGALORE

MAR 2018 - JUN 2020

- LED CLIENT RELATIONSHIPS FOR MAJOR BRANDS INCLUDING GOOGLE, INFOSYS, AND MERHAB-DUBAI, ENSURING PROJECT ALIGNMENT WITH CREATIVE AND BUSINESS OBJECTIVES
- DIRECTED CROSS-FUNCTIONAL TEAMS OF ANIMATORS AND MOTION DESIGNERS TO DELIVER HIGH-QUALITY ANIMATION AND MOTION DESIGN WORK ACROSS MULTIPLE PROJECTS SIMULTANEOUSLY
- COLLABORATED WITH PRODUCTION HOUSES, ANIMATORS, AND DESIGNERS TO PRODUCE PRODUCT VIDEOS, COMMERCIALS, AND SOCIAL MEDIA CONTENT FOR DIVERSE CLIENT CAMPAIGNS

## EDUCATION

Bsc VISCUM / Diploma In Visual Communication From ELIA (European League Of Institutes Of The Arts, Amsterdam)

NICC BANGALORE

AUG 2011 - AUG 2014

## TOOLS

C4D

MAYA

BLENDER

AFTER EFFECTS

UNREAL ENGINE

FIGMA