



Bengaluru, India  
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## Rajnandini Ghosh, Videographer

A dynamic motion graphics designer with a passion for crafting compelling brand narratives with unconventional concepts. She has navigated across broadcast, advertising, and esteemed global design studios. Her journey has seen her evolve into a versatile storyteller across diverse mediums and screens.

Beyond animation, she channels her creativity into photography and contributing to her family-owned studio. An avid traveler and illustrator, she constantly seeks inspiration from different cultures and landscapes. Recently, she has expanded her design repertoire, dedicating time to online courses and personal passion projects, evolving her craft.

### Employment History

#### Video Motionographer at Boston Consulting Group, Bangalore, India

May 2021 — Present

**Brands:** Thales Group, BDO Bank, Sime Darby Berhad, Telkomsel Indonesia, Janssen Pharmaceuticals etc.

- Executed 100+ impactful **corporate videos** from scratch. Crafting a scratch idea to a motion video.
- Worked on several in-house and client-based **tool walkthroughs** and **customer journey videos** single-handedly that solved business objectives for the organisation.
- Supported multiple case teams with **creative solutions** for their client pitches.
- Collaborated with numerous **cross-geo** associations to produce BCG standard videos.
- Assisted the video team in delivering a dynamic range of projects within **tight deadlines** - illustration, character animation, stock-footage documentary-styled edits, splash screen visuals, app walkthroughs videos, explainer videos and editing talking heads.
- Leveraged **ChatGPT** for efficient **script-writing, ideation**, and sourcing **reference visuals**, streamlining workflows in video and motion graphics projects.
- Utilized **Eleven Labs** to generate diverse **voice-over** variations, including accents, aligning audio delivery with project requirements.
- Applied **DALL-E** and **Adobe Firefly** to produce high-quality reference visuals and explore illustration styles, contributing futuristic and innovative elements to live projects.
- Executed seamless **lip-syncing** of AI-generated illustrated characters using **Runway**, effectively integrating Arabic language audio for realistic animation.
- Seamlessly integrate **AI tools** into daily tasks to accelerate ideation, **production**, and **delivery** while maintaining a high standard of creativity and quality.

#### Motion Graphics Creator at Hindustan Unilever, Mumbai, India

August 2019 — May 2021

**Brands:** Axe, Sunsilk, Vaseline, Pepsodent, Citra, Magnum, Lux etc

- Worked for Unilever's 10+ in-house brands on their monthly **social media content** creation.
- Executed a wide array of content within tight timelines - **Facebook** and **Instagram** animated posts, **YouTube bumper ads**, precision marketing gifs, topical posts etc.
- Involved from **brainstorming** till delivery of the final execution. Collaborated with copywriters, creative directors, and designers to produce enriched content.

- Provided **creative direction** for emotionally driven content and supported the in-house team to meet each brand's objectives and directions.
- Came up with different and unique stylizations and **concepts** for every particular brief.

## Motion Graphics Designer at Please See Advertising, Mumbai, India

March 2017 — July 2019

**Brands:** Parle Products, Nivea, IIFL, Oxfam, Shunya, Tirun and pitches.

- Worked with 20+ clients in various **capabilities** collaborating with the video team, strategists, copywriters, art directors and other design verticles.
- Crafted **monthly retainer content** for 5+ brands of Parle Products.
- Assisted the **design** and **video** team in taking **strategic** approaches to client's traditional ideas and turning them into more relatable **content**. Also explored multiple formats of creative approaches to add value to their **brand messaging**.
- Produced **brand content** with complete in-house production capabilities. Bringing creative **vision** to life - handled photo-shoots, filmed short food recipes, shot stop motion videos, implemented post-production editing, colourization on raw footage, animated titles and lower thirds.
- Supported the design team in various **brand-building executions** through **creative strategies** and motion.

## Junior Motion Graphics Designer at Animal, New Delhi, India

December 2016 — March 2017

**Brands:** Snap Deal, Keventers, and India Times.

- Executed **social media content** for multiple brands.

## Motion Graphic Intern at MTV, Viacom18 Media Private Limited, Mumbai, India

June 2016 — December 2016

**Projects:** Logo animation for shows and brand properties.

### Education

## 3Ds Autodesk Max Diploma, MAAC, Kolkata, India

March 2015 — April 2016

### Links

[Website](#)

[LinkedIn](#)

[Behance](#)

### Skills

Adobe After Effects

Adobe Premiere Pro

Adobe Photoshop

Adobe Illustrator

Adobe XD

Figma

Procreate

Maxon Cinema4D

Blender

Chat-GPT

ElevenLabs

Runway

### Courses

## Google UX Design Professional Certificate at Coursera

July 2023 — December 2023

### Languages

**English** Highly proficient

**Hindi** Very good command