



Rajnandini Ghosh

Motion Graphic Designer

Contact

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Skills

Adobe After Effects



Adobe Premiere Pro



Adobe Photoshop



Adobe Illustrator



Adobe XD



Figma



Procreate



Maxon Cinema4D



Adobe Animate



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.

Work Experience

2021-05 -

Current

Video Motionographer

Boston Consulting Group, Bengaluru, Karnataka, India

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

- Executed 50+ corporate videos from scratch. Crafting a scratch idea to a motion video.
- Worked on several in-house and client-based tool walkthrough and customer journey videos single-handedly.
- 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 walkthrough videos, explainer videos and editing talking heads.

2019-08 -

2021-05

Motion Graphics Creator

Hindustan Unilever, Mumbai, Maharashtra, India

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 and supported the in-house team to meet each brand's objectives and directions.

Languages

English – Proficient

Hindi – Intermediate

Bengali – Native

2017-03 -
2019-07

Motion Graphics Designer

Please See Advertising, Mumbai, Maharashtra, India

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 - handled photoshoots, filmed short food recipes, shot stop motion videos, implemented post-production editing, colorization on raw footage, animated titles and lower thirds.
- Supported the design team in various brand-building executions through creative strategies and motion.

2016-12 -
2017-03

Junior Motion Graphics Designer

Animal, New Delhi, India

Brands: Snap Deal, Keventers, and India Times.

- Executed social media content for multiple brands.

2016-06 -
2016-12

Motion Graphic Intern

MTV, Viacom18 Media Private Limited, Mumbai, Maharashtra, India

Projects: Logo animation for shows and brand properties.

Certifications

2023-07 Google UX Design Professional Certificate

Education

2015-03 -
2016-03

Diploma: 3Ds Autodesk Max

MAAC - Kolkata, West Bengal, India