

KAVIN RAGUL

Senior Graphic Designer | Motion Graphics Expert | Video Editor | Animator

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Professional Summary

Multifaceted creative professional with over **5 years of experience** in graphic design, video editing, animation, and motion graphics. Specialized in delivering high-impact visual content that enhances brand recognition and drives audience engagement across digital platforms. Skilled in Adobe Creative Suite, After Effects, and motion graphics plugins. Recognized for strategic leadership, cross-functional collaboration, and the ability to handle end-to-end creative campaigns independently.

Passionate about storytelling, creative innovation, and combining design with graphics programming to deliver immersive visual experiences. Proven track record of working with startups, multinational teams, and Fortune 500 clients.

Professional Experience

VDart Digital

Senior Graphic Designer & Video Content Strategist

Tiruchirappalli | Jan 2025 – Apr 2025

- Spearheaded cross-functional multimedia campaigns that elevated brand engagement by over **30%**.
 - Delivered **high-impact motion graphics, UI assets**, and animated promos across digital platforms (web, mobile, social).
 - Reduced turnaround time by **20%** through workflow automation and design system improvements.
 - Collaborated with product, content, and marketing teams to align visual storytelling with core KPIs.
 - Mentored junior designers on **Adobe After Effects, Premiere Pro**, and AI-assisted editing tools.
 - Oversaw multiple fast-paced projects, managing timelines, budgets, and stakeholder approvals.
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Jugl – CAP Digisoft Solutions Pvt Ltd

Motion Graphic Designer & AI Video Editor

Remote (Coimbatore) | May 2024 – Jan 2025

- Developed animated content, visual assets, and explainer videos that boosted social media engagement by **35%**.
 - Owned the entire creative process — from concept ideation to final delivery — across 40+ digital campaigns.
 - Maintained brand consistency across platforms through the development of standardized asset templates.
 - Optimized production timelines by **25%** using tools like **Rask AI, Timebolt**, and **Motion Bro**.
 - Partnered with cross-functional teams to align design output with performance metrics and conversion goals.
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Albaatroz Solutions Pvt Ltd

Lead Graphic Designer & Video Editor

Namakkal | Mar 2020 – May 2024

- Delivered over **150+ branded assets, animations, and product demo videos** for B2B and B2C campaigns.
- Led creative strategy and production, managing projects independently from brief to execution.
- Introduced process improvements that increased design team productivity and reduced revisions.
- Conducted onboarding and skill training for junior designers on **Adobe Suite, branding standards**, and creative SOPs.
- Collaborated closely with product teams and stakeholders to develop content that enhanced campaign ROI.
- Contributed to a **40% improvement in client satisfaction** through faster delivery and sharper visual communication.

Skills

Social media videos, Brand guidelines, Marketing collateral, UI Animation, Creative direction, Creative Problem-Solving, Creative Ideation, Client Communication, Time Management, Adaptability, Attention to Detail, Collaborative Teamwork, Constructive Criticism Reception, Project Management, Visual Storytelling, Presentation Skills, Quality Assurance, Cross-Functional Collaboration, Team Leadership.

Design & Editing

Adobe Photoshop, Illustrator, After Effects, Premiere Pro, InDesign, Canva, Filmora, DaVinci Resolve, Video Copilot, Blender, Cinema 4D.

Graphics & Visuals

Logo Design, Brand Identity, Social Media Posts, Web Banners, Infographics, Business Cards, Brochures, Flyers, Posters, Product Packaging, UI Design, App Icons, Website Mockups, Email Newsletters, Presentation Slides, Album Covers, YouTube Thumbnails, Twitch Overlays, T-Shirt Designs, Print Ads, Magazine Layouts, Book Covers, E-book Design, Landing Page Graphics, Motion Posters, Certificates, Invitations, Stickers, Menu Design, Resume Design, Mockups, Thumbnail Previews, Photo Manipulation, Collage Art, Digital Illustration, Character Design, Vector Art, Background Design, Texture Design, Concept Art, Typography Layouts, Icon Packs, Dashboard UI, Mobile App Screens, Wireframes, Mood Boards, Storyboards, Ad Creatives, Cover Photos, Profile Banners.

Animation & Motion Graphics

Kinetic Typography, Transitions, Effects, 2D/3D Motion, Stop Motion Animation, Whiteboard Animation, Infographic Animation, Logo Animation, UI/UX Motion Design, Explainer Videos, Character Animation, Motion Tracking, Visual Effects (VFX), Rotoscoping, Morphing Animation, Liquid Motion, Parallax Animation, Cel Animation, Cut-out Animation, Isometric Animation, Typographic Loops, Seamless Transition Animation, HUD (Heads up Display), Title Animation, Social Media Motion Graphics, Data Visualization Animation, Product Animation, Broadcast Design, Looping GIFs, Scene Transitions, Typography Reveal Animation, Emoji Animation, Glitch Animation, Grainy/Texture Animation, Photo Animation (2.5D Parallax), Scribble Animation, Line Art Animation, Neon Light Animation, Animated Backgrounds, Lower Thirds Animation, Shape Layer Animation, Transitions for Reels/Shorts, Retro Pixel Animation, Collage Animation, Callout Animation, Split-Screen Animation, Hand Animation (Animated Hands), SFX Text Animation, Liquid Typography, Energy Burst / Shockwave FX, Loopable Background Elements.

AI Tools & Assets

Adobe Firefly, Midjourney, Rask AI, ElevenLabs, Timebolt, Motion Bro, Envato Elements, Freepik, Submachine, Epidemic Sounds, VEEDIO, Motion Array, Sora, ChatGPT.

Education

Bachelor of Computer Applications (B.C.A)

Bishop Heber College, Tiruchirappalli | 2018 – 2021

Certificates

- Google Digital Garage – Fundamentals of Digital Marketing
 - Adobe After Effects Essentials – Udemy
 - Design Thinking for Innovation – Coursera
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Languages

- **Tamil:** Native
- **English:** Full Professional Proficiency