

Krishna Kumar

Sr.Multimedia Designer & Video Creator | 5+ yrs of experience

Results-driven Senior Multimedia Designer and Motion Designer with over **5+ years of experience** in creating **impactful multimedia content** that elevates brand presence. Skilled in implementing marketing strategies, maintaining brand consistency, and delivering high-quality visual content across digital platforms. Proven track record of training teams, meeting deadlines, and enhancing user engagement.

Work Experience

Senior Multimedia Designer & Video Creator

SellerApp, Bangalore, IN

May 2019 - Present

- Spearheaded the creation of multimedia content, including videos, animations, and graphics, for websites, blogs, YouTube, and social media platforms, achieving a **5x increase** in YouTube subscribers and a **10x growth** in blog and website interactions.
- Collaborated with marketing teams to develop strategies ensuring brand consistency across all visual assets.
- Produced a high-impact motion video for **Google I/O**, enhancing brand visibility and event promotion.
- Designed **Google Farmer AI Layout Design**, improving user interaction and usability.
- Managed marketing collaterals, including brochures, flyers, and presentations, for the marketing team.
- Designed **A+ content and storefronts for Amazon Sellers**, boosting product visibility and sales.
- Designed a **Quick Commerce report** incorporating data-driven visuals, which effectively communicated insights and achieved a **36% boost in sales**.
- Created social media post campaigns for promotional events, driving increased audience engagement and brand awareness.
- Delivered **1000+ videos and shorts**, contributing to a **57% increase** in social media engagement.
- Designed infographics, banners, and social media posts for **Amazon Q4 Mastery**, enhancing visual communication for key events.
- Trained and mentored junior designers, improving team productivity and skill development.
- Managed video production workflows, meeting tight deadlines with consistent quality.

Freelance Motion Designer & Video Creator

Remote, Bangalore, IN

Jun 2017 - Sept 2021

- Collaborated with prominent clients, including **MyGov, Halma, Amazon Ads, Bank of America, Golden Touch, and Predis AI**, delivering customized multimedia projects.
- Created branding materials, promotional videos, and digital assets aligned with client objectives.
- Managed end-to-end project lifecycles, from concept to final delivery, ensuring high client satisfaction.
- Successfully delivered projects under tight deadlines while handling multiple assignments simultaneously.

CERTIFICATIONS & AWARDS

24 FPS Award for Excellence in Animation & Visual Effects.

Contact

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Skills

Design Expertise

- Graphic Design
- Infographics
- Branding
- UI Layout Design
- Color Theory
- Design Principles
- Visual Design

Creative Tools

- Adobe Creative Cloud Suite (Photoshop, Illustrator, After Effects, Premiere Pro, Lightroom, Firefly)
- Figma
- Audacity
- Canva AI
- Final Cut Pro

Multimedia Development

- Video Editing,
- Motion Graphics,
- Visual Effects,
- Storyboarding,
- Sound Design,
- Green Screen Editing,
- Pre- and Post-Production.

Soft Skills

- Communication, Creativity, Innovation
- Deadline Management, Collaboration,
- Human-Centered Design

Educational Background

Himalayan University

B.Sc in Animation & Multimedia
(2017 – 2020)

- Specializations: 2D & 3D Animation, Graphic Design, Storyboarding, Motion Graphics, Visual Effects (VFX), Video Editing.

Maya Academy of Advanced Cinematics

International Program in Visual Arts and Design

- Specialized in Animation, Designing, VFX, Photography, and Cinematography.
- Awarded for excellence in VFX and Cinematography projects.