



Pratihtha Kumari

Creative Designer
Motion Graphic Artist
Video & Media Production

**B.Sc(hons) in
Animation & Multimedia**
BIT Mesra

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Portfolio link

<https://www.pratihtha.design/>

<https://www.behance.net/prkp>

Hard Skills

- Adobe After effects
- Adobe Premier pro
- Adobe illustrator
- Adobe photoshop
- Figma
- MS word
- Adobe XD

Soft Skills

- Video production
- Design management
- Emailer
- Creative designing
- Graphics
- Art direction
- Typography
- Task management
- Instructional design

Professional Summary

With 8 years of experience as a Creative Designer, Motion Graphic Artist, and Video Producer, I bring a fusion of imagination and technical expertise to every project. From visually stunning designs to captivating user experiences and compelling videos, I thrive in collaborative environments. Let's embark on an interactive journey together, crafting unforgettable experiences that leave a lasting impact.

Delivered top-tier services to industry giants like Amazon, Swiggy, and NPCI. Thrived in fast-paced environments, exceeding expectations and driving growth. Passionate about innovation and committed to excellence, consistently delivering outstanding results.

Experience

Haleon

London

Aug 2024 - Present

Multimedia Learning Specialist

- Developed innovative design concepts for various industries, resulting in increased client satisfaction.
- Transformed client ideas into actionable design plans, resulting in successful implementation.
- Provided review and guidance for project non-conformances and operations issues.
- Managed multiple projects simultaneously, prioritizing tasks and maintaining high-quality results.

DIAGEO

Bengaluru

Aug 2023 - Feb 2024

Learning Design Specialist

- Design innovative omnichannel learning experiences with text, graphics, animations, videos, and interactions.
- Collaborate with SMEs, particularly in video production, to develop high-quality training materials and interactive simulations for AR, VR, and the Metaverse.
- Create engaging eLearning content and improve virtual training tools for impactful learning outcomes.
- Manage creative designing, emailers, campaigns, and video production initiatives.
- Lead campaigns such as DWBB (DIAGEO Way of Brand Building), CFO Excellence, Accelerate, Horizon, and other company projects.

Surfboard Ventures

Mumbai

May 2021 - May 2023

Media Production Specialist

- Responsible for overseeing media production for Surfboard Ventures and its subsidiary companies: Contentstack, Rawengg, and edba.
- Managed all graphics, animation, and video production requirements for the four companies. Worked for UI-UX development.
- Played a key role in product launches by creating captivating videos to generate excitement and engagement. Created engaging and visually appealing instructional designs for the platform.
- Handled event-related media production, including capturing and editing videos for conferences, seminars, and workshops.
- Collaborated with employees and management to produce informative and engaging videos for internal communication and training purposes.
- Managed the creation and distribution of a weekly newsletter, including, design, production, and managed social media pages

Quark

Mohali

Aug 2020 - April 2021

Video Production Specialist

- Responsible for all video productions for QuarkExpress and QuarkExpress Business software.
- Contributed to campaign videos for Thanksgiving, Halloween, and Black Friday.
- Created interactive software demo videos to showcase product features and functionality.
- Produced dynamic launch update videos to keep customers informed about software updates.
- Managed the company's YouTube page, ensuring regular updates and engaging content.

Biz2Credit

Noida

May 2019 - July 2020

Video Editor

- Created interactive product demo videos for esteemed clients, including HSBC Canada, Australia, Citibank US and Canada, ICICI Canada, and others.
- Initiated and managed the video production for a new series called "Tech Tuesday" featuring the Chief Technology Officer (CTO).
- Responsible for end-to-end video production, from concept development to final editing and delivery.
- Posted and promoted videos across relevant platforms, ensuring maximum visibility and engagement.
- Created engaging and visually appealing instructional designs for the platform.
- Produced compelling employee testimonial videos, showcasing the experiences and success stories of the company's team members.
- Worked with UI-UX team in developing the designs.

Newsbytes

Gurgaon

Nov 2017 - April 2019

Motion Graphic Artist

- Established and single-handedly managed the video production department, ensuring smooth operations and high-quality output.
- Created engaging videos following the latest trends, news, and important events to captivate the audience.
- Achieved viral success with several videos, garnering over 20,000 views each and driving significant user engagement.
- Expanded the reach of Newsbytes by launching Newsbytes Hindi, a new channel, and successfully gained over 1000 subscribers within just three months

Printomac Solutions

New Delhi

Feb 2017 - Nov 2017

Motion Graphic Artist

- Created visually compelling videos and designs tailored to meet client requirements and specifications.
- Developed engaging motion graphics to enhance storytelling and convey messages effectively.
- Collaborated closely with clients to understand their vision and translate it into impactful visual content.
- Employed creative techniques and industry-standard software to produce high-quality motion graphics and designs.

Trednsfrnd

Delhi

May 2015 - Aug 2015

Photographer/Intern

- Capture high-quality portrait photographs for various projects at trendsfrnd.
- Edit and retouch photographs to ensure a polished and professional final product.