AKASH D

Senior Motion Designer | SaaS & Product Explainer Videos | Generative AI Video

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SUMMARY

Senior Motion Designer with 5+ years of experience creating SaaS product videos, explainers, and launch films for B2B and D2C brands, including NoRedInk, ArcXP, 8x8, Biznus Soft, and SoftIQ. Owns projects end to end: concept, scripting, storyboarding, motion design, animation, sound design, and final delivery. Combines After Effects and Cinema 4D craft with generative AI tools (Runway ML, Google Veo, Midjourney, Higgsfield, Weavy, InVideo) to move from concept to animatic faster while keeping brand consistency. Has managed a team of four video editors. Works remotely with international teams.

CORE SKILLS

Motion & Video: Motion Graphics, 2D Animation, 3D Animation, UI and Product Interface Animation, Kinetic Typography, Explainer Videos, Product Launch Videos, Feature Announcement Videos, Storyboarding, Scriptwriting, Sound Design, Video Editing, Podcast Editing, Short-Form Video (Reels), Motion Graphics Templates (MOGRTs)

Software: Adobe After Effects, Cinema 4D, Blender, Adobe Premiere Pro, Adobe Photoshop, Adobe Illustrator, Figma, DaVinci Resolve, Adobe Audition, Red Giant Suite, OBS Studio

Generative AI: Runway ML, Google Veo, Midjourney, Higgsfield, Weavy, InVideo, GPT 5.0 Image Generation, AI Voice Generation, AI-Assisted Production Workflows

Other: Team Leadership, Brand Consistency, Cross-Functional Collaboration, Microsoft Office Suite, Google Workspace

WORK EXPERIENCE

Sr. Motion Designer (Freelance) | Storyboard Communications, Canada | Jul 2025 – Jun 2026

- Produced SaaS product launch videos, explainers, and promotional videos, typically 90 seconds long, for B2B and D2C brands including NoRedInk, ArcXP, 8x8, Biznus Soft, and SoftIQ.
- Owned each project from concept and script through AI voice generation, storyboard, motion design, animation, sound design, and final delivery.
- Translated complex software products, platform features, and technical workflows into clear visual narratives for product marketing, customer education, and brand communication.
- Used generative AI tools for concept visuals, voiceover, and animatics to speed up production while keeping a consistent brand look.

Sr. Motion Designer | Kapture CX, Bangalore, India | Jul 2024 – Mar 2025

- Created product promo, explainer, feature launch teaser, and demo videos for sales and marketing teams.
- Grew monthly video views by 200%+ over 8 months, surpassing previous engagement records.
- Produced product explainers and demo assets that communicated platform capabilities to prospects and clients.

Sr. Designer | RootQuotient, Chennai, India | Jul 2022 – Mar 2024

- Worked with company leadership to refine the motion identity and keep brand storytelling consistent.
- Edited and produced podcast episodes end-to-end, including guest coordination, pre-production research, and post-production, increasing engagement 50% across Spotify and YouTube.
- Repurposed long-form podcast episodes into short-form reels and clips optimized for social platforms, increasing brand reach and producing viral content.

Motion Designer | Healthify, Bangalore, India | Apr 2021 – Apr 2022

- Led motion design strategy for a health tech startup, directing visual storytelling across marketing campaigns.
- Produced Meta ads, Instagram Reels, and long-form YouTube testimonial videos.
- Created motion graphics templates (MOGRTs) and brand consistency guidelines for reuse across campaigns.

Freelance Motion Designer | Self-employed, India |

Created motion graphics and video content for clients in food and beverage (F&B), FMCG, and architecture.

EDUCATION

Bachelor's in Film & TV Production | AAT Media College, Chennai, India | 2018