

Job Title: Video Designer

Job Summary:

We are seeking a creative and detail-oriented Video Designer (2D/3D) to produce engaging visual content for digital platforms. The candidate will be responsible for creating high-quality animations, motion graphics, and video content that align with brand guidelines and marketing objectives.

Key Responsibilities:

- Create 2D and/or 3D animations for marketing, social media, websites, and promotional campaigns.
- Design motion graphics, explainer videos, product videos, and promotional content.
- Collaborate with the marketing and content teams to understand project requirements and deliver creative solutions.
- Develop storyboards, visual concepts, and animation layouts.
- Edit raw footage and add effects, transitions, sound, and graphics.
- Ensure consistency in brand identity across all visual content.
- Optimize videos for various platforms (YouTube, Instagram, LinkedIn, etc.).
- Stay updated with the latest design trends, animation techniques, and software tools.

Required Skills & Qualifications:

- Bachelor's degree in Animation, Multimedia, Graphic Design, or related field.
- Proven experience as a 2D/3D Video Designer or Motion Graphic Artist.
- Expertise of Video Creation – Animated / Graphics / Live Action will be preferably
- Proficiency in tools such as: **Adobe After Effects, Adobe Premiere Pro, Adobe Illustrator, Adobe Photoshop, Blender / Autodesk Maya / Cinema 4D**
- Strong understanding of animation principles, lighting, rendering, and compositing.
- Knowledge of video formats, codecs, and compression techniques.
- Creative thinking with strong visual storytelling skills.
- Good communication and time-management skills.

Preferred Qualification and Skills:

- BTech or BE in Computer Science or IT
- 3 to 5 years of Experience
- Experience with VFX and CGI production.
- Knowledge of sound design and color grading.
- Familiarity with UI/UX animation and interactive media.