

# BHAGYASHREE JAIN

Senior Motion Graphics Designer & Animator

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## PROFESSIONAL SUMMARY

Creative and results-driven Senior Motion Graphics Designer & Animator with over 9 years of experience in 2D animation, motion graphics, and video editing. Proven track record of delivering high-impact visual content for global brands like Google, Harley-Davidson, and Sony Pictures Network. Founder of an independent kids' YouTube channel (14K+ subscribers) that serves as an active R&D platform for testing emerging techniques and Generative Artificial Intelligence (AI) filmmaking tools, including Google Flow and Veo 3.1. Highly skilled at managing end-to-end production pipelines and scaling cutting-edge innovations to drive audience engagement and streamline creative workflows.

## CORE SKILLS

**Motion & Design:** 2D Animation, Motion Graphics, Kinetic Typography, Storyboarding, Keyframing, Video Editing, Character Animation, Visual Effects, Brand Animations

**Software:** Adobe After Effects, Premiere Pro, Illustrator, Photoshop, Cinema 4D, Figma

**AI & Technical Tools:** Google Flow, Google Veo (Veo 3.1), Gemini AI, Generative Artificial Intelligence (AI) Video & Audio Workflows, Prompt Engineering, YouTube Analytics, Search Engine Optimization (SEO) Strategy

**Workflow:** End-to-End Production Pipeline, Project Management, Asset Organization, Rendering Workflows

## PROFESSIONAL EXPERIENCE

### Founder & Content Creator

Jun 2024 – Present

*Eva Central · Boston, MA*

- Launched and grew an educational children's YouTube channel from 0 to 14K+ subscribers and 200K+ total views by directing an end-to-end original animation pipeline.
- Utilize the channel as an active creative testing ground to continuously experiment with emerging animation techniques, complex keyframing, and generative AI tools, directly applying successful innovations to client projects.
- Leverage AI filmmaking tools, including Google Flow and Veo 3.1, to rapidly generate cinematic assets, storyboards, and background elements, significantly reducing production time while maintaining high-fidelity visuals.
- Own the complete production process—from concept and character design to final animation, rendering, and channel management—ensuring consistent, highly engaging uploads.
- Analyze YouTube performance metrics and audience retention data to drive content strategy, adapting pacing and visual designs to optimize viewer engagement.

### Freelance Animator & Designer

Sep 2020 – Present

*Self-Employed · Boston, MA*

- Partner with creative agencies and direct clients to produce high-impact 2D animations, explainer videos, and social media content that align with strategic business goals.
- Deliver compelling visual content and brand animations for prominent global brands, including Google, Sony Pictures Network, HUL, and Harley-Davidson.
- Successfully managed up to 6 concurrent freelance projects, consistently maintaining a 100% on-time delivery rate and exceeding client expectations for creativity and turnaround time.
- Developed a strong portfolio of high-quality work that directly led to a 40% increase in project inquiries and repeat business.

## **Consultant (Motion Design)**

Oct 2022 – Nov 2022

*Hustle Media House Pvt. Ltd.*

- Created dynamic motion graphics videos, video edits, and engaging social media posts tailored to specific, fast-turnaround campaign requirements.
- Executed all assigned design and animation tasks efficiently, ensuring high-quality deliverables within strict project timelines.

## **Associate Design Manager**

Apr 2019 – Sep 2020

*Albatrot · Mumbai, India*

- Led the creation of dynamic social media content and motion graphics, successfully managing 9–10 client projects simultaneously in a fast-paced agency environment.
- Streamlined the design workflow and introduced new operational processes, achieving a 20% improvement in project turnaround time.
- Increased social media engagement by 15% for clients by analyzing performance metrics to identify and scale high-performing visual strategies.
- Produced high-quality 2D animations, kinetic typography, and video edits for various client campaigns, including high-impact launch videos for SOCIAL.

## **Motion Graphics Artist**

Jan 2017 – Mar 2019

*Reptile FX · Mumbai, India*

- Managed the end-to-end animation process—from initial storyboarding to final production—ensuring the timely delivery of 8–10 projects per quarter.
- Collaborated seamlessly with the design team to produce visually stunning 2D explainer videos, custom wedding invitations, and logo animations.
- Executed advanced keyframing techniques to create smooth, high-quality animations that consistently earned positive client feedback for exceptional attention to detail.

## **EDUCATION & CERTIFICATIONS**

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### **Generative AI Foundation Certificate Program**

*UpGrad · Mar 2025 · Boston, MA*

### **Advanced Motion Methods**

*School of Motion · May 2024 – Jun 2024 · Boston, MA*

### **Digital Animation Film Making**

*MAAC Institute · Aug 2016 – Aug 2017 · Mumbai, India*

### **Bachelor of Engineering in Computer Engineering**

*Mumbai University · Aug 2012 – May 2016 · Mumbai, India*