

Saju P

Senior Visual Designer | Motion Design • Product Communication • UI Design

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PROFESSIONAL SUMMARY

Senior Visual Designer with 9+ years of experience creating motion-driven visual experiences, product communication assets, and scalable brand systems for digital products and marketing campaigns. Experienced in translating complex ideas into clear and engaging visual communication through motion graphics, AI-assisted creative workflows, video, typography, composition, and multi-channel design systems. Skilled in collaborating with cross-functional remote teams across marketing, product, and engineering environments to deliver high-quality digital experiences and campaign assets.

AREAS OF EXPERTISE

- Motion Design & Video Production
- Product Communication & Visual Storytelling
- UI Design & Product Marketing Assets
- Visual Identity & Branding
- Typography, Layout & Visual Hierarchy
- 3D Visualization & Product Rendering
- Design Systems & Scalable Creative Workflow
- Cross-functional Collaboration

Design Tools: Figma • Adobe After Effects • Premiere Pro • Photoshop • Illustrator • Blender • AI-Assisted Creative Workflows

EXPERIENCE

Senior Visual Designer

PAJ GPS (Germany) – Remote

Sep 2021 – Present (Joined via YUHIRO, hired directly in Nov 2023)

- Create motion graphics, AI-assisted product explainers, campaign visuals, and digital marketing assets for B2B GPS tracking products across web, social, and product communication channels.
- Translate complex product features and technical workflows into engaging visual storytelling through motion, video, layered digital design, and AI-assisted creative workflows.
- Design scalable visual systems, product-related assets, and brand-aligned campaign materials while maintaining consistency across digital touchpoints.
- Collaborate remotely with marketing, product, and engineering teams to support product launches, feature communication, and customer-facing visual experiences.

Graphic Designer

W3Infotech – Kochi, India

Jan 2021 – Sep 2021

- Designed digital marketing creatives, UI-related visuals, and campaign assets aligned with brand guidelines and business goals
- Produced visually engaging layouts using strong typography, composition, and color systems.
- Collaborated with developers and marketers to deliver optimized assets for web and mobile platforms.

Graphic Designer

Infolks – Palakkad, India

Jun 2017 – Feb 2021

- Developed brand identities, marketing visuals, and digital assets for in-house products and platforms.
- Created compositions combining imagery, typography, and graphic elements for campaigns and promotions.
- Built reusable templates and visual assets to improve consistency and production efficiency.

EDUCATION

Graphic Design Training & Internship – Whitemarker, Palakkad (2017 - 2018)

Bachelor of Computer Science – University of Calicut, India (2013–2017)

ADDITIONAL STRENGTHS

- Visual exploration & concept development
- Strong typography and layout sensitivity
- Brand consistency across multi-channel outputs
- Cross-functional collaboration & feedback-driven iteration

LANGUAGES

- **English:** Professional Proficiency