

Saju P

Senior Visual Designer — Motion Design • Brand Identity • UI & Digital Design

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PROFESSIONAL SUMMARY

Senior Visual Designer with 9+ years of experience specializing in brand identity, motion design, UI layout, and product storytelling. I help tech companies turn complex software and hardware features into clear, human-centered digital experiences and visuals. Proven remote experience with international tech firms (like PAJ GPS, Germany) bridging design, product, and engineering teams to build cohesive digital products and marketing assets.

EXPERTISE & TECHNICAL TOOLS

- **Design & Motion:** Motion Design, 3D Product Visualization, UI Design, Brand Identity Systems, Campaign Design.
 - **Adobe Creative Suite:** After Effects, Premiere Pro, Photoshop, Illustrator, InDesign.
 - **Digital & 3D Tools:** Figma (Components, UI Layouts, Interactive Prototyping), Blender.
 - **AI Workflows:** Adobe Firefly, Magnific AI (for advanced image/video generation), ChatGPT, Claude.
 - **Remote Collaboration:** Experienced in asynchronous workflows, working daily with cross-functional product, marketing, and engineering teams across EU time zones.
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PROFESSIONAL EXPERIENCE

Senior Visual Designer — PAJ GPS (Germany) • Remote

Sep 2021 – Present (Hired via YUHIRO agency, transitioned to direct remote contract in Nov 2023)

- Create digital product assets, UI graphics, social media visuals, motion graphics, and product videos, and campaign content for B2B and B2C GPS tracking products to support global marketing campaigns.
- Turn complex product features, technical information, and campaign ideas into clear visual content for digital channels, helping customers easily understand how the product works.
- Design visual assets using typography, composition, imagery, motion, and visual hierarchy to communicate information quickly and effectively.
- Create reusable visual assets and maintain consistent design systems across different content formats and channels to ensure a unified brand presence.
- Take projects from concept and visual direction through design, animation, editing, refinement, and final delivery—collaborating closely with marketing, product, and engineering teams from start to finish.

Graphic Designer – W3Infotech (Kochi, India)

Jan 2021 – Sep 2021

- Designed digital marketing campaigns, web graphics, and UI layouts for mobile and web apps to improve user engagement.
- Worked directly with software developers to ensure all visual assets were properly formatted, optimized, and seamlessly integrated into digital channels.

Graphic Designer | Infolks (Palakkad, India)

Jun 2017 – Feb 2021

- Created brand identities, corporate materials, and promotional assets for internal technology products to strengthen brand presence.
- Built reusable design templates and asset libraries that significantly streamlined day-to-day work and consistency for the creative team.

EDUCATION & TRAINING

- **Bachelor of Computer Science** – University of Calicut (2013–2017).
- **Graphic Design Training & Internship** – Whitemarker, Palakkad (2017–2018).

LANGUAGES

- **English:** Professional Working Proficiency.