Balakrishnan CV

Product & UX Motion Designer · AI and B2B SaaS

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Summary

Motion designer with 6 years across web, app, UI and video design, the last 3 years in-house at B2B and AI SaaS companies. Specialise in making complex software easy to understand: launch films, feature explainers, UI and micro-interaction animation, and brand motion guidelines. Takes work end to end, from script and storyboard to final delivery, with deep After Effects and Figma skills.

Experience

Motion Graphics Designer · Prezent AI — Bangalore · Apr 2024 – Present

AI presentation platform for enterprise teams.

- Own end-to-end production of motion-heavy brand and product videos, from script and storyboard to final edit, including the Prezent API launch and a feature video series covering the whole platform.
- Explain AI features to enterprise buyers: an overview of Prezent's compound AI system, traceable citations for an AI literature-review tool in life sciences, and API workflows shown as system diagrams.
- Built a reusable motion system for the feature series: a shared intro component, glass-panel UI language and kinetic type, so new videos ship faster and stay consistent.
- Wrote the brand's animation guidelines and kept in-product motion consistent with them.
- Shipped Lottie animations for the live Prezent website (After Effects to Bodymovin), working with the web team.
- Produced a continuous content series for the in-house podcast.

Motion Graphics Designer · Lifesight — Bangalore · Jan 2023 – Mar 2024

Marketing measurement SaaS with four sister brands.

- Produced brand videos, ads, podcasts and product animations for five brands: Lifesight, Moda, DTC Drive, Modern Marketer and Factori.
- Set up motion guidelines shared across all five brands, so videos and product animation stayed consistent.

- Turned scripts into storyboards and finished videos for marketing campaigns.
- Edited and packaged the DTC Drive podcast for YouTube.

Senior Design Associate · Zamstars — Bangalore · Oct 2021 – Dec 2022

- Made corporate videos for multinational clients including Happiest Minds, Crossover and DocVu, plus in-house marketing collateral.
- Designed and launched ad campaigns for multiple clients.
- Built the visual identity for a well-known F&B brand.

Lead Designer · Geekonomy Technology — Bangalore · Nov 2020 – Sep 2021

- Designed websites, mobile apps and UX flows for client projects.
- Created and maintained the brand's visual identity across social media.

Freelance Mural Artist — Bangalore · 2016 – Oct 2020

- Designed and painted large-scale murals for commercial clients, taking each from concept sketch through client sign-off to the finished wall. Started alongside my degree; full-time after graduating in 2019.

Portfolio

designerbala.com

Skills & tools

- **Motion:** In-product motion design, product launch films, feature explainers, UI and micro-interaction animation, kinetic typography, storyboarding, brand motion guidelines
- **Design:** web and app UI, visual identity, ad campaigns, design thinking, colour theory
- **Tools:** After Effects (expert), Figma (expert), Lottie (Bodymovin), Framer, Spline, Premiere Pro, Illustrator, Photoshop, Audition, Lightroom
- **AI and code-based video:** Veo 3, Sora 2, Remotion, Hyperframes
- **Learning now:** Rive (state machines)

Education

Bachelor of Visual Arts, Applied Arts · Karnataka Chitrakala Parishath — Bangalore · 2015 – 2019

Certification

AI Video School: Complete Beginner to Pro (Veo 3, Sora 2 & more) · Udemy

Languages

English (professional) · Malayalam (native) · Kannada · Hindi · Tamil