ANOOP V.A

MULTIMEDIA DESIGNER /
UI-UX DESIGNER
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📍 Bangalore, Karnataka

Profile Summary

I am a creative and result-oriented multimedia designer with 13+ years of experience in UI/UX Design, Motion Graphics, Video Editing, and Graphic Design. Over the last 4.9 years, I have been designing and developing high-quality digital solutions for SAP Projects, with a strong emphasis on improving user experience and visual storytelling to effectively convey complex ideas.

I excel at managing client engagements, understanding their needs, and translating them into impactful designs.

Experienced in leading multimedia projects and collaborating with cross-functional teams to produce innovative, high-quality results within tight timelines.

Core Competencies

UI/UX Design: Mobile and Web application design, User Interface Design, User Experience Optimization.
Motion Graphics & Video Editing: Creation of Intro, Promo, Marketing, Corporate and Explainer videos.
Graphic Design & Branding: Corporate identity, Branding, Infographics and marketing materials.
Presentation Deck Prototyping: Powepoint Presentations, Concept Creation, Storyboarding, and Wireframing.
Client Engagement: Extensive experience in managing client expectations and delivering tailored solutions.

SAP Project Summary

UI/UX Designer for SAP Employee Navigator and Employee HUB applications, focusing on creating intuitive and user-centric interfaces.

Developed pitches and corporate videos for SAP's global clients, including Toyota, Atlas Copco, Xerox, Deutsche Bahn AG, Dubai EXPO, and Dubai RTA.

Played a key role in SAP Sustainability Projects such as Clover, Immersive Experience (IX) 360s, and V Showcases, by designing motion graphics, videos, UI elements, infographics, and presentation decks to enhance project communication and impact.

Worked with various SAP teams including, Solution and Innovation Experience, Total Rewards, and Digital Factory, delivering high-quality videos, presentation decks, and emailers. Additionally, I designed the logo for Smart Labs.

Achievements

Innovation Catalyst Award - SAPLabs India (2024)
Mover of Mountains - ITC Infotech (2024)
Certificate of Appreciation for SAP Employee Navigator App UI/UX - SAP Labs India (2023)
Pat On The Back Award – ITC Infotech (2023)
Certificate of Appreciation for SAP Employee HUB App UI/UX - SAP Labs India (2022)
Wall of Frame Award 2022 - SAP Labs India (2022)
Outstanding Performer Award - ITC Infotech (2022)
Pat On The Back Award – ITC Infotech (2021)

Software and Soft Skills

Figma, Adobe XD, Photoshop, Illustrator, After Effects, Premiere Pro, Audition, Camtasia, Microsoft PowerPoint
Adobe firefly, Midjourney, Leonardo AI

Multitasking - Creativity & Conceptualization - Attention to Detail - Time Management - Team Collaboration - Brainstorming - Organizational Skills - Problem-Solving - Project Coordination.

Work Experience

ITC Infotech (SAP Project), Bangalore : **4.9+ years**
Multimedia Lead Consultant : October 2019 - **Present**

▶ *Played a pivotal role in designing UI/UX for mobile and web applications across various SAP projects.*

▶ *Delivered cutting-edge multimedia solutions, including the creation of intro, promo, marketing, corporate, and explainer videos, as well as comprehensive storyboards, immersive 360 videos and dynamic motion graphics.*

▶ *Collaborated closely with subject-matter experts to craft and present compelling pitch decks for the sales team.*

PinkWhale Healthcare Services Pvt Ltd, Bangalore : **2 years 2 months**
Creative Head : June 2017 - August 2019

▶ *Led the design, digital marketing, and video production teams.*

▶ *UI/UX designs for healthcare mobile and web applications used by patients, doctors, and hospitals.Developed new concepts, conducted user research, and created prototypes for multiple healthcare solutions.*

▶ *Produced healthcare videos, presentations, explainer videos, corporate videos, corporate identity materials, and hospital branding assets.*

RightVisit Technologies Pvt Ltd, Trivandrum : **2 years 4 months**
Design Head : January 2015 - May 2017

▶ *Worked closely with the graphics and video production team, actively developing new concepts for events, live streaming, and web design. Contributed to motion graphics, video editing, corporate videos, presentations, and corporate identity projects, ensuring high-quality results in every task. Played a key role in event planning and creating effective web designs, while also guiding the team to achieve project goals.*

Freelance, Oman Muscat & Bangalore : **2 years 4 months**
Senior Graphic Designer : August 2012 - December 2014

▶ *Worked with various companies, including Integrity International LLC Muscat, AMPLE Technology LLC Muscat, Axis Events Muscat, and Bhuvan Gowda Photography Bangalore. Responsibilities included motion graphics, video editing, corporate videos, presentations, corporate identity, website design and photo design.*

WIFI Networks Pvt Ltd : **4 years 6 months**
Senior Graphic Designer : January 2008 - July 2012

▶ *Developed interactive on-air graphics for around 40 TV broadcasters, including top channels like Star Network, Asianet, Suvarna, and Sun Network.*

▶ *Responsibilities extended to motion graphics, video editing, corporate videos, presentations, corporate identity, website design, and infographics, ensuring high-quality visual content across various platforms.*

Education

B.Sc. Animation & Multimedia
SINGHANIA UNIVERSITY

Diploma : Advanced Diploma In Multimedia
ARENA MULTIMEDIA TRIVANDRUM

Higher Secondary : Science Group
GOVT. VOCATIONAL H S SCHOOL NJEKKADU

Personal Details

Date of Birth: 20-05-1984
Gender: Male
Marital Status: Single
Languages Known: Malayalam, English, Kannada
Permanent Address: Soubhagya Nivas,
Society Junction, Trivandrum, Kerala - 695104

Declaration

I hereby declare that all the details mentioned above are true to the best of my knowledge.

PLACE : BANGALORE
DATE : SEP 2024
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