

REVANTH KRISHNAN

Lead Designer | Creative Design & Motion Graphics

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SUMMARY

Creative Design leader with 14+ years of experience driving brand strategy, motion graphics, and digital storytelling across corporate marketing, healthcare, and technology sectors. Proven track record of leading creative teams, aligning design systems to the buyer's journey, and using AI-powered workflows to boost productivity and campaign ROI. Skilled at translating complex business strategy into compelling visual narratives while managing multiple creative streams under tight deadlines.

CORE SKILLS

Creative Strategy & Brand Consistency | Team Leadership & Mentoring | Motion Graphics & Video Production | UI/UX & Digital Storytelling | Stakeholder & Cross-Functional Management | Adobe Creative Cloud (Premiere Pro, After Effects, Photoshop, Illustrator) | Generative AI Design Tools | Campaign Strategy & Buyer's Journey Alignment | Time Management & Problem Solving

PROFESSIONAL EXPERIENCE

Manager – Creative Design, Motion Graphics & Video | [\[24\]7.ai](#)

Jul 2023 – Present | Bengaluru, India

- Lead design strategy and visual identity for the Corporate Marketing division, ensuring brand consistency across all channels
- Increased brand visibility by 25% by directing visual design systems across 5 marketing channels
- Manage a creative team delivering high-impact visual content and campaigns
- Implemented AI-powered design workflows, improving team productivity and creative output

Manager – Creative Design, Motion Graphics & Video | [Biocon Biologics](#)

Apr 2023 – Jul 2023 | Bengaluru, India

- Led web and digital design projects, translating business strategy into effective visual systems and intuitive UI/UX models
- Increased user engagement by 15% through improved storytelling and cohesive branding
- Developed comprehensive brand design systems for the pharmaceutical industry
- Collaborated cross-functionally on web platform and digital product development

Graphic Design Manager | [Skit](#)

Nov 2022 – Apr 2023 | Bengaluru, India

- Managed creative design operations for an AI technology company, translating technical concepts into engaging visuals
- Developed visual communication strategies for complex technical products
- Created marketing and sales-enablement assets that boosted customer engagement and conversion

Manager – Motion Graphics, Video & Design | [Eka Software Solutions](#)

Jun 2019 – Nov 2022 | Bengaluru, India

- Led 15+ design and video projects annually across product launches, customer stories, demos, webinars, and campaigns
- Developed a strategic approach to buyer's journey alignment to maximize marketing ROI
- Ensured brand guideline adherence across all organization-wide marketing assets

Sr. Visualizer / Motion Graphics Artist | Goodera, Medlife, Outpost Documentary Films, Digicaptions, Digital Juice

Jun 2012 – Jun 2019 | Bengaluru, India

- Directed design, video, and photography for clients including Dunkin' Donuts, Sony, and Ralph Lauren
- Edited TVCs and produced content for global marketing campaigns and documentaries
- Managed visual communication strategy for a healthcare e-commerce platform
- Designed visual content supporting social impact and CSR initiatives

EDUCATION

Bachelor of Science, Digital Communication and Media/Multimedia

Image College of Arts and Animation, Bengaluru | 2009 – 2012

Generative AI Mastermind (Certification)

Outskill, Bengaluru | 2025

LANGUAGES

English (Advanced) | Malayalam (Native) | Hindi (Advanced) | Tamil (Intermediate) | Telugu (Intermediate) | Kannada (Intermediate)

KEY ACHIEVEMENTS

- Spot Award – Recognition for exceptional performance and creativity
- Above & Beyond Award – Outstanding contribution to team and project success