

VENUGOPAL REDDY

Creative Lead – Motion Design and Graphic Design | Creative Strategy • Video Production • Brand Storytelling

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Portfolio: venugopalreddy.in

PROFILE

Creative professional with 7+ years of experience leading motion design, graphic design, video production, UI design and animations, and visual storytelling initiatives across marketing, product, and brand communication. Experienced in managing end-to-end content production, creative workflows, agency collaboration, and cross-functional stakeholder engagement.

CORE COMPETENCIES

Motion Design, Video Production, Graphic Design, Creative Direction, Brand Storytelling, Social Media Content, Product Demo Videos, UI Design and Animation, Internal Communications, Video Branding, Agency Management, Production Workflows, Storyboarding, Script Development, Creative Strategy, Post-Production, Team Leadership

PROFESSIONAL EXPERIENCE

Creative Lead | DataFlow Services India Pvt. Ltd. (Mar 2025 – Present)

- Leading end-to-end video, graphic, UI and motion design initiatives across B2B, B2C, and B2G communication channels.
- Develop marketing campaigns, social media content, graphic designs, product demonstrations, tutorials, internal communication videos, and event content.
- Establish and maintain video brand guidelines, ensuring consistency in storytelling, visual language, and production quality.
- Own the complete production lifecycle including concept development, storyboarding, filming, editing, motion graphics, and final delivery.
- Manage external creative agencies through project briefing, quality reviews, and creative oversight.
- Collaborate with marketing, product, and business teams to translate complex solutions into engaging visual experiences.

Senior Motion Designer | Adaptive Marketing (Sep 2024 – Feb 2025)

- Created testimonial videos, event coverage content, advertising campaigns, posters, banners, brochures, branded content, and social media reels.
- Elevated production quality through improved editing standards, motion design frameworks, and storytelling techniques.
- Collaborated with marketing teams to deliver performance-driven visual content aligned with campaign objectives.
- Managed end-to-end post-production workflows across multiple client and brand deliverables.

Creative Lead | Think & Learn Pvt. Ltd. (BYJU'S) (Oct 2018 – Jan 2024)

- Led creative production workflows across video, motion graphics, and digital content initiatives.
- Managed production pipelines, project prioritization, resource allocation, and quality assurance processes.
- Oversaw video shoots including planning, execution, creative direction, and post-production coordination.
- Provided technical leadership and troubleshooting support to creative teams, improving workflow efficiency and delivery standards.
- Collaborated with cross-functional stakeholders to deliver engaging visual experiences aligned with business objectives.
- Mentored designers and editors while maintaining high creative and operational standards.

SKILLS

Adobe After Effects, Adobe Premiere Pro, Photoshop, Illustrator, Figma, Video Production, Storyboarding, Script Development, Creative Direction, Post-Production, Agency Management, Team Leadership, Workflow Optimization, Brand Guidelines

EDUCATION

Bachelor of Arts, Kalinga University (2016 – 2019)