

Shashank Srinivas

Motion Graphic Designer and Video Editor and AI Creative Technologist

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WORK EXPERIENCE

BNW Developments, Dubai, UAE

2025 – Present

Motion Graphic Artist and Video Editor

- Produced and delivered 110+ high-impact real estate marketing videos and reels with cinematic visuals VFX, and depth-based motion design, increasing inbound property inquiries by 35%
- Transformed 320+ static property assets into AI-driven 3D animated visuals via Adobe Firefly, RunwayML, and Freepik AI, achieving 62% higher audience retention rates
- Led end-to-end video production pipeline, reducing reliance on traditional 3D and external resources resulting in 45% reduction in production effort and cost savings per project
- Processed AI-assisted content variations tailored to different audience segments (investors, buyers, lifestyle audiences), improving engagement and campaign performance across platforms
- Designed and executed large-scale event screen animations for real estate launch events and corporate presentations, managed live console playback for 100-300+ attendees across 3-6+ LED screens
- Pioneered a video marketing strategy which cultivated positive testimonials from 15+ high-profile real estate clients, enhancing the brand's reputation and attracting premium listings
- Engineered a unique video template which reduced video production time by 25%, allowing the team to scale video production to meet growing demand without sacrificing quality
- Created engagement-focused video content optimized for social media interaction, incorporating fast-paced edits, visual hooks, and audience-retention techniques to maximize viewer response
- Developed interactive video prototypes using real-time rendering techniques, increasing user engagement by 80% on pilot projects.

Inmobi Gance, Bangalore, India

2022 – 2025

Motion Graphic Artist and Video Editor

- Spearheaded video production across 2 creative agencies, managing 20+ professionals to deliver 60+ high-quality videos weekly, streamlining workflows and increasing efficiency by 78%
- Executed the full lifecycle of 5 international gaming tournaments, collaborating with 5 brands and engaging 10 marketing teams to achieve over 2 million views and a prize pool totaling \$1.6 million
- Onboarded and collaborated with 300+ creators with 30 daily shows, 62 hours of daily content of 10 games. Creating streaming templates for each of the shows
- Established compelling 10 sponsorships a year and ad integration presentations to the brands strengthening business competence with creative marketing packages

Honeycomb Creative, Bangalore, India

2021 – 2022

Motion Graphic Artist and Video Editor

- Maintained a 95% on-time delivery rate managing client relations and project coordination for video projects, ensuring smooth communication and efficient feedback cycles
- Pioneered and managed the end-to-end animation pipeline, from scripting to post-production, structuring workflows to achieve a 25-30% reduction in production time
- Brand-based promotional videos from concept to final output using After Effects, Premiere Pro Photoshop, and Illustrator, delivering 50+ client projects with strong visual storytelling and brand consistency
- Standardized animation and editing processes to improve consistency across projects, optimizing file management for 60% faster revisions and streamlined delivery
- Specialized in motion and 2D animation for brand-based animations, cinematic transitions storytelling-based edits, compositing, and visual enhancement across 10+ projects

Filmbaker Production House, Bangalore, India
Senior Motion Graphic Artist and Video Editor

2019 – 2021

- Promoted to Senior Motion Graphic Artist after delivering high-impact work for 5+ major brand clients, contributing to projects with budgets totaling \$33M and increasing client satisfaction by 90%
- Introduced story-driven motion graphics with narrative-based flow and cinematic transitions, improving client satisfaction scores by 15% through engaging and premium-looking content
- Mastered Adobe Creative Suite, including After Effects and Premiere Pro, completing 20+ projects with frame-by-frame animation and brand-based motion graphics

Adoro Multimedia Institution, Bangalore, India
Faculty

2017 – 2019

- Excellent knowledge of 10 Adobe Creative Suite Softwares and skills
- Mentored 20+ students in Animation, Design and video editing, providing hands-on training in After Effects and Premiere Pro, resulting in 33% of students securing internships
- Performed in promotion winning 2 presentations and feedback sessions with 5 faculties to enhance creative thinking and technical skills

EDUCATION

Mysore University, Bangalore, India
Bachelor of Science – Animation and Graphics

2018

Certificates

Linkedin Learning, Bangalore, India
Cinema 4D Principles of Motion Graphics

2022

SKILLS

Technical Skills: After Effects, Element 3D, Premiere Pro, Illustrator, Photoshop, Figma, Audition, Blender, ChatGPT, Mid Journey, Freepik AI, Adobe Firefly, Video and Photo Manipulation, Real time Video Editing, Multicam Editing, Promo Videos, Trailers and Teaser videos, Podcast and Influencer videos and many.

AI & Creative Technology: AI-assisted video generation, image-to-video workflows, AI visual storytelling, AI ad creatives, social media content planning, prompt engineering, AI-based design concepts, web/app UI concepting, captions, hooks, hashtags, and campaign content ideation.

Languages: English (Fluent), German (A1), Hindi (Fluent), Kannada (Fluent), Marathi (Fluent), Tamil (Fluent), Telugu (Fluent).

Website

<https://shashankshashh.netlify.app/>