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Summary

I am a versatile digital content creator with over 15 years of experience in content production, interactive digital signage, and immersive experiences. My passion lies in creating impactful visuals and compelling narratives through a blend of technical expertise and creative vision. I specialize in **motion graphics, video editing, color grading, and 3D animation**, and am adept at leveraging cutting-edge tools, including AI-based platforms, to streamline workflows. My work across India, the US, and New Zealand has consistently delivered exceptional market cut-through and enhanced customer engagement.

Core Competencies

- **Video Production & Post-Production:**
 - **Motion Graphics:** Adobe After Effects
 - **Video Editing:** Adobe Premiere Pro
 - **Color Grading:** DaVinci Resolve
 - **3D Animation:** Blender
- **Digital Content Creation:**
 - Photography & Podcasting
 - AI-powered tools (Descript) for podcast and social video editing
- **Digital Signage & Immersive Experiences:**
 - Interactive installations and way-finding solutions
 - Content management and network orchestration
- **Technical & Project Management:**
 - Project coordination & team leadership
 - Vendor relationship management
 - Problem-solving and workflow optimization

Experience

SCG Digital Signage Project Manager SCG | May 2016 – Present (7 years 7 months)

As a key resource, I manage and coordinate digital signage network systems and content delivery, acting as the in-house motion graphics specialist.

- Orchestrated digital signage success for 80+ Nationwide BP Connect stores.
- Engineered digital signage solutions that boosted customer engagement and sales.
- Created animated flipbooks and motion graphics for leading magazines such as **Dish, NZ Marketing, and Farmlander**.
- Collaborated with creative agencies, elevating content effectiveness and audience retention.
- Streamlined content management processes, ensuring seamless testing, uploading, and scheduling.
- Led a high-performing team in resolving service issues promptly.

Business Manager Visual JuJu | Sep 2012 – Jan 2016 (3 years 5 months)

I spearheaded video production and operational excellence, experimenting with cutting-edge media technologies like VR & AR, 3D printing, and robotics.

- Oversaw end-to-end production for diverse films and videos, ensuring swift project turnaround and profitability.
- Directed the entire project lifecycle, from proposal development to pre and post-production.
- Managed a dynamic team of animators, editors, and technicians.

Creative Director - New Media Prism Technologies Inc. | May 2009 – Jun 2012 (3 years 2 months)

I specialized in R&D in New Media, focusing on innovative installations to drive engagement.

- Spearheaded R&D efforts for cutting-edge content, including auto-stereoscopic screens and glasses-free 3D technology.
- Innovatively crafted content for diverse digital signage projects, enhancing visual communication and audience interaction.
- Led digital signage installations for US conferences and expos, ensuring seamless execution and heightened engagement through interactive wayfinding kiosks.

Head - Creative Team Prism Technologies Inc. | Jun 2006 – May 2009 (3 years)

I managed the offshore production team, ensuring operational excellence and project success.

- Oversaw a proficient offshore production team, leading 3D artists, developers, and designers to deliver high-quality projects.
- Spearheaded recruitment and training efforts for new team members.

Project Manager Vector Solutions | Nov 2004 – May 2006 (1 year 7 months)

I led a team of 10 professionals specializing in graphic design, 3D, and motion graphics.

- Successfully introduced a compelling story-based presentation style for architectural visualizations.
- Spearheaded the adoption of motion graphics and advanced compositing techniques, significantly elevating the impact of corporate films.
- Produced high-quality corporate films for high-profile clients like Makino Asia and Blum Japan.

Education & Certifications

- **Udacity:** Digital Marketing Nanodegree
- **Madurai Kamaraj University:** Master of Business Administration - MBA, Marketing
- **Pentasoftware Institute of Technology:** Diploma, Interactive Multimedia & 3D Animation
- **LinkedIn:** Creative Photography Techniques
- **HubSpot Academy:** Inbound

Skills

Software & Tools: Adobe After Effects | Adobe Premiere Pro | DaVinci Resolve | Blender | Descript | Cinema 4D | Adobe Creative Suite

Technical & Creative: Motion Graphics | 3D Animation | Video Production | Color Grading | Photography | Podcasting | Digital Marketing | Digital Strategy | Project Management

Other: Trello | Microsoft Planner | Auto Stereoscopic 3D