

Anand Raj

Assistant Design Manager – Brand, Motion & Visual Design

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PROFILE SUMMARY

Creative Designer with 4.5+ years of experience driving brand and design strategy across high-growth tech companies. Built and scaled creative teams, launched campaigns reaching millions of users, and embedded AI-powered workflows to accelerate creative output.

WORK EXPERIENCE

Assistant Design Manager – NimbusPost

Gurugram, India | Sep 2025 – Present

- Led NimbusPost's brand refresh: built the visual language, design system, and creative standards now applied across all marketing and product communications.
- Manage a 4–5 member design team across brand, motion, and product design; introduced structured briefing and review processes that reduced revision cycles and improved delivery consistency.
- Drive campaign strategy alongside Marketing and Growth teams, shaping ideas from concept onwards rather than only at the execution stage.
- Pioneered an AI-assisted creative workflow using Midjourney and Kling, accelerating content production for campaigns and product launches without compromising quality.
- Oversee visual output across every touchpoint: social campaigns, product UI, launch videos, sales decks, emailers, and brand collateral.

Senior Design Associate – Razorpay

Gurugram, India | Apr 2024 – Sep 2025

- Produced visual assets for multiple product launches, including motion graphics, 3D renders, pitch decks, one-pagers, emailers, and explainer videos, all delivered in-house.
- Designed 3D product visuals for Razorpay's physical hardware (POS devices and card readers), used across marketing, sales demos, and partner training.
- Owned the full content pipeline for product launches, coordinating across Product, Marketing, and UX teams to deliver every asset on time and visually coherent.
- Reduced dependency on external agencies by building a complete internal launch toolkit covering every communication format, from awareness to conversion.

Marketing Graphic & Motion Designer – Inshorts

Noida, India | Jan 2022 – Apr 2024

- Designed multilingual static and motion creatives for marketing campaigns reaching millions of daily active users across India.
- Self-taught motion design on the job: independently learned After Effects and transitioned my entire creative output to motion-first work.
- Built repeatable visual templates for recurring campaign formats, cutting turnaround time while keeping output consistent across Hindi and English content.

SKILLS

Design: Motion Design, Visual Design, Product Design, Lottie Animation, 3D Animation, 3D Product Modelling

Tools: Figma, Adobe Photoshop, Adobe Illustrator, After Effects, Premiere Pro, Rive, Jitter, Blender

AI Workflows: Midjourney, Kling AI, Claude, ChatGPT, Google AI Studio, Higgsfield, Suno AI, Cartesia, ElevenLabs

Languages: English, Hindi

EDUCATION

BCA (Computer Applications) – VSICS, Kanpur | 2018 – 2021

Discontinued in 2021 to pursue design full-time.