



Shivnash Sharma

The Art Guy

I am a Motion Graphic Designer and Visual Designer with experience across agencies, production houses, and global brands.

With a B.Des from NIFT, I've built a multidisciplinary practice that blends motion graphics, branding, digital design, cinematography, and storytelling. I create commercial visuals, develop design systems, and produce content for social media, product launches, and marketing campaigns.

My work includes setting up efficient motion-design workflows, leading visual strategy across diverse projects, and contributing to high-impact campaigns recognized for their creativity.

I focus on crafting visually engaging stories with clear communication, strong aesthetics, and consistent brand alignment for modern audiences.



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[Portfolio](#)

SKILLS

Motion Graphics
Branding and Identity Design
Social Media Content Design
Cinematography & Editing
Digital Illustration
Visual Design
Concept Development & Storytelling
Campaign Design
Photography
Art Direction
Creative Strategy
AI-Assisted Video Creation

SOFTWARE & TOOLS

Adobe Suite
Figma
Blender
Procreate and procreate Dreams
TouchDesigner
Adobe Firefly and Veo
Ableton

EDUCATION

Bachelor of Design

National Institute of fashion technology

EXPERIENCE

Freelance Visual Designer & Motion Designer

Feb 2025 – Present

- Created the first complete content system for a parenting app, including character development, storyboarding, visual style creation, and delivery of a full animation library for in-app use.
- Worked on campaign assets for AJIO John Players, producing AI-assisted videos, motion graphics, product promos, and digital storytelling content.
- Produced social-first content for Zomato, Titan, MobiKwik, TCC, Boombay, and Kera, including reels, edits, product showcases, festival videos, and promotional assets.
- Designed brand kits and full visual identity systems for emerging tech and crypto companies, including guidelines, illustration styles, digital asset libraries, and company merchandise.
- Delivered end-to-end creative for product launches, performance-driven campaigns, and multi-platform digital communication.
- Handled multiple client projects simultaneously with consistent quality, efficient workflows, and strong alignment with each brand's strategic tone.

OUTSIDE OF WORK

I explore new creative fields out of curiosity and a desire to see things from different perspectives.

I'm currently learning music production, experimenting with sound and rhythm as new ways to approach storytelling. I'm also drawn to interactive and immersive media such as projection mapping and reactive visual systems, which help me understand how visuals can behave, respond, and evolve in real time.

I travel often and document my experiences through illustration and photography. These journeys expose me to new environments, people, and cultures, shaping the way I observe and interpret visual stories. Travel keeps me curious, grounded, and consistently inspired.

EXPERIENCE

Cryptology – Motion Graphic Designer & Visual Designer

June 2023 – Feb 2025

- Developed motion graphics, feature explainers, promos, and launch videos for digital marketing campaigns.
- Built structured production workflows to streamline content creation and improve consistency across outputs.
- Produced social-first assets, brand-driven storytelling videos, and platform-specific communication pieces.

Wirality – Creative Visualizer

Bengaluru · Jan 2022 – Apr 2023

- Worked on multiple award-winning campaigns, contributing to notable projects such as Truecaller Shabd, Jam the Scam, and Fantasy Akhada – Khel Shuru, supporting concept development and creative direction.
- Designed complete packaging and branding for the upcoming beer brand Disco Panda, creating a cohesive visual identity across product, communication, and merchandise.
- Led and guided junior designers, ensuring strong visual quality, efficient teamwork, and alignment with each brand's design language.
- Managed creative responsibilities for multiple brands, producing social-first content, motion graphics, and design systems for platforms including Fastrack, AJIO, Hustle by RCB, Rupy, Hero vired, GIG etc.
- Developed visual strategies, story-driven digital assets, and campaign-ready creatives across various formats.

Wirality – Design & Production Intern

Bengaluru · Jan 2021 – May 2021

- Assisted with pre-production planning and post-production tasks.
- Worked on video production, podcast creation, and content development across multiple formats.
- Built foundational skills in creative execution and production workflows.

LMB Productions – Production Intern

Pune · Nov 2020 – Dec 2020

- Assisted in podcast creation, video shoots, and on-set coordination. Supported production tasks across planning, shooting, and post-processing.
- Developed an early understanding of content creation pipelines and media production environments.