

HARSH VISHVAKARMA

Design Generalist | Brand, Motion & Product Design

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PROFESSIONAL SUMMARY

Design generalist with 5+ years across brand, graphic, motion, video and product design. Design owner at Snapmint, a consumer fintech, covering marketing campaigns, UI and product experience, motion and video content, and co-branded merchant creatives. Works across the full creative pipeline, from concept through cinematography, animation and post, and builds AI-assisted tools to automate repetitive design work.

CORE SKILLS

Brand & Graphic Design: Brand Identity, Visual Systems, Marketing Creatives, Campaign Design, Print & Digital Collateral
Motion & Video: Motion Graphics, 2D & 3D Animation, VFX and Compositing, Video Editing, Colour Grading, Explainer Design
Product & UI Design: UI Design, UX Flows, Design Systems, Iconography, Responsive Web & App Screens, Prototyping
Production & Cinematography: Shoot Direction, Camera Operation, Production Lighting, Drone Operation, Post-Production
AI & Automation: Generative AI for Design, AI Image & Video Workflows, Prompt Engineering, Rapid Tool Prototyping
Tools: After Effects, Premiere Pro, Photoshop, Illustrator, Figma, Blender, DaVinci Resolve, Midjourney, ChatGPT / Claude

PROFESSIONAL EXPERIENCE

Creative Designer – Brand & Experience | Snapmint

Aug 2023 – Present

Bengaluru, Karnataka, India

- Own design and creative delivery company-wide across marketing, product, brand and partnerships as the primary designer for a consumer fintech platform.
- Lead visual and motion design across the brand ecosystem — campaign films, performance ad creatives, social content and launch assets.
- Design UI screens, icon sets and product experience flows, keeping the customer journey visually consistent from first ad impression to checkout.
- Partner with offline and online merchant teams on co-branded creatives, in-store collateral and promotional material supporting brand partnerships.
- Direct and produce brand video end to end — concept, storyboard, camera, lighting, drone, edit, motion graphics and grade.
- Build AI-assisted internal tools that automate repetitive production tasks, and maintain brand guidelines and templates so non-design teams ship on-brand assets independently.

Motion & Graphics Designer | Rockstar Social India

Jun 2023 – Aug 2023

Raipur, Chhattisgarh, India

- Produced motion graphics and static creatives for client social campaigns across multiple brand accounts, converting briefs into animated reels, promos and brand posts on fast agency turnaround cycles.

Motion Graphic Designer | Protouch

Dec 2022 – Jun 2023

Gurugram, Haryana, India

- Created motion graphics, explainer videos and marketing assets for corporate learning and brand communication, managing the full pipeline from storyboard through animation, edit and final delivery.

Motion Graphics Designer | Upcred.ai

Jan 2022 – Nov 2022

Bengaluru, Karnataka, India

- Designed motion and graphic content for a creator-economy platform across product marketing, social and in-app assets; built reusable animation templates that shortened turnaround on high-frequency content.

FREELANCE & SELECTED PROJECTS

Freelance Designer, Motion Artist & Video Producer | Independent

2021 – Present

- Delivered design and video assets for Saregama Music (Bhakti), artist Hansraj Raghuvanshi and other independent music labels — lyric videos, promotional cuts and release artwork.
- Handled cinematography, production lighting and drone operation on location shoots for music and brand projects.
- Built self-made AI and automation tools that remove repetitive steps from design and video workflows.

EDUCATION

B.Tech, Electrical & Electronics Engineering | Chouksey Engineering College, Bilaspur

2021 – 2024

BEYOND WORK

Hip-hop artist • 3D printing and hardware prototyping • IoT and electronics • Self-directed learning in AI tooling.