

JANIT GAJBHIYE

Senior Motion Designer & Paid Social Creative

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Motion designer with 7+ years across agencies and brands, focused on video for Paid Social (Meta, TikTok) — from concept through to performance. I work at the intersection of creative and strategy, building scalable motion systems and integrating AI tools like ElevenLabs and Midjourney to move faster without compromising quality.

EXPERIENCE

Microsoft (via Kaara Info Systems)

Video Production Consultant (Motion & UI Animation) | June 2023 – October 2024

- **Led end-to-end animation production** for a complex enterprise AI product — from ambiguous brief to multi-format final delivery for C-suite audiences.
- Designed and animated 7 original 2D characters, building a full motion language for an NDA-protected AI integration product.
- Engineered expression-based After Effects automation frameworks (component libraries, physics-driven rigs) — **reducing overall production time by ~25%**.
- Integrated **ElevenLabs for all voiceover and sound design**, delivering a fully sound-designed final product that matched the visual tone and audience expectations.
- Managed a distributed **production team across India, US, and France** — coordinating briefs, reviews, and delivery across time zones.

VUI Live

Sr. Motion Designer & Paid Social Designer | May 2022 – June 2023

- **Led creative strategy** and high-volume asset production for multiple concurrent brand clients in a fast-paced agency environment.
- **Borges International Group:** Built the full motion design and brand system for the Indian market — 60+ motion pieces, 10+ videos, 200+ static creatives across Meta, Google Display, and Instagram.
- **Created and A/B tested multiple creative directions for Paid Social campaigns**, directly contributing to a 3x growth in **Instagram followers (5K → 15K)** and measurable e-commerce sales impact.
- Produced platform-native content adapted for Meta Feed, Stories, Reels, and TikTok formats — balancing brand consistency with trend-responsive creative.
- **Modello (fashion brand): Art-directed end-to-end model shoots** and translated campaign concepts into social video and static creatives for paid and organic channels.
- Worked fluidly across both detailed briefs and open-ended creative mandates, adapting quickly across FMCG, fashion, and lifestyle industries.

Clients: Vatsana Technologies | Stage OTT | The Savage Humans

Freelance Video Editor & Motion Designer | Aug 2020 – Mar 2022

- Edited **50+ branded and entertainment projects**.
- Delivered broadcast-ready and OTT content aligned with director's vision.
- Sustained a **75%+ repeat client rate** by combining structured workflows, strong storytelling, and production efficiency to ensure consistent quality and measurable impact.
- Produced platform-optimized **edits improving engagement metrics**.

The Savage Humans

Creative Producer | Sep 2019 – Nov 2020

- Independently conceived, produced, and distributed **an original long-form documentary series**.
- **Managed a crew of 6–7 people** for location shoots using Canon 5D/80D setups with professional lighting rigs.
- Designed a complete scalable motion brand identity — intros, lower thirds, end cards, platform-specific templates.
- **Grew the channel to 100,000 subscribers**; Episode 1 reached 80K+ views independently.

EARLIER CAREER (2017–2019)

Foundation in cinematography, broadcast editing, and documentary production across agencies and digital platforms.

Wittyfeed

Video Editor & DOP | Sep 2018 – Feb 2019

Blue Solutions

Cinematographer & Video Editor | Jun 2018 – Sep 2018

AFEIAS.com

Video Editor & Motion Designer | Sep 2017 – Feb 2018

Goldmine Advertising PVT LTD

Jr. Video Editor | May 2017 – Jul 2017

TECHNICAL SKILLS & TOOLS

Motion & Paid Social:

Adobe After Effects, Premiere Pro, Meta Ads creative optimization, TikTok/Reels trend adaptation, A/B testing asset creation.

Design & Art Direction:

Adobe Illustrator, Photoshop, Figma, Set Design, Lighting & Camera Operation (Canon 5D/80D).

AI Integration:

ElevenLabs (Voiceover/Audio), Midjourney, Runway (Active production use for workflow acceleration).

3D & Visualisation:

Blender (Product visualization, compositing), C4D (Basics).

EDUCATION & LANGUAGES

Bachelor of Arts

Journalism and Mass Communication (Major in Broadcast Media)

Jagran Lakecity University, Bhopal | Jun 2015 – Jun 2018

Languages

English (Full professional proficiency), **German** (B1, actively progressing to B2), **Hindi** (Native).