

DOCKWORKER

Visual Effects and Motion Graphics Designer

I am a **multimedia designer** based in Madras

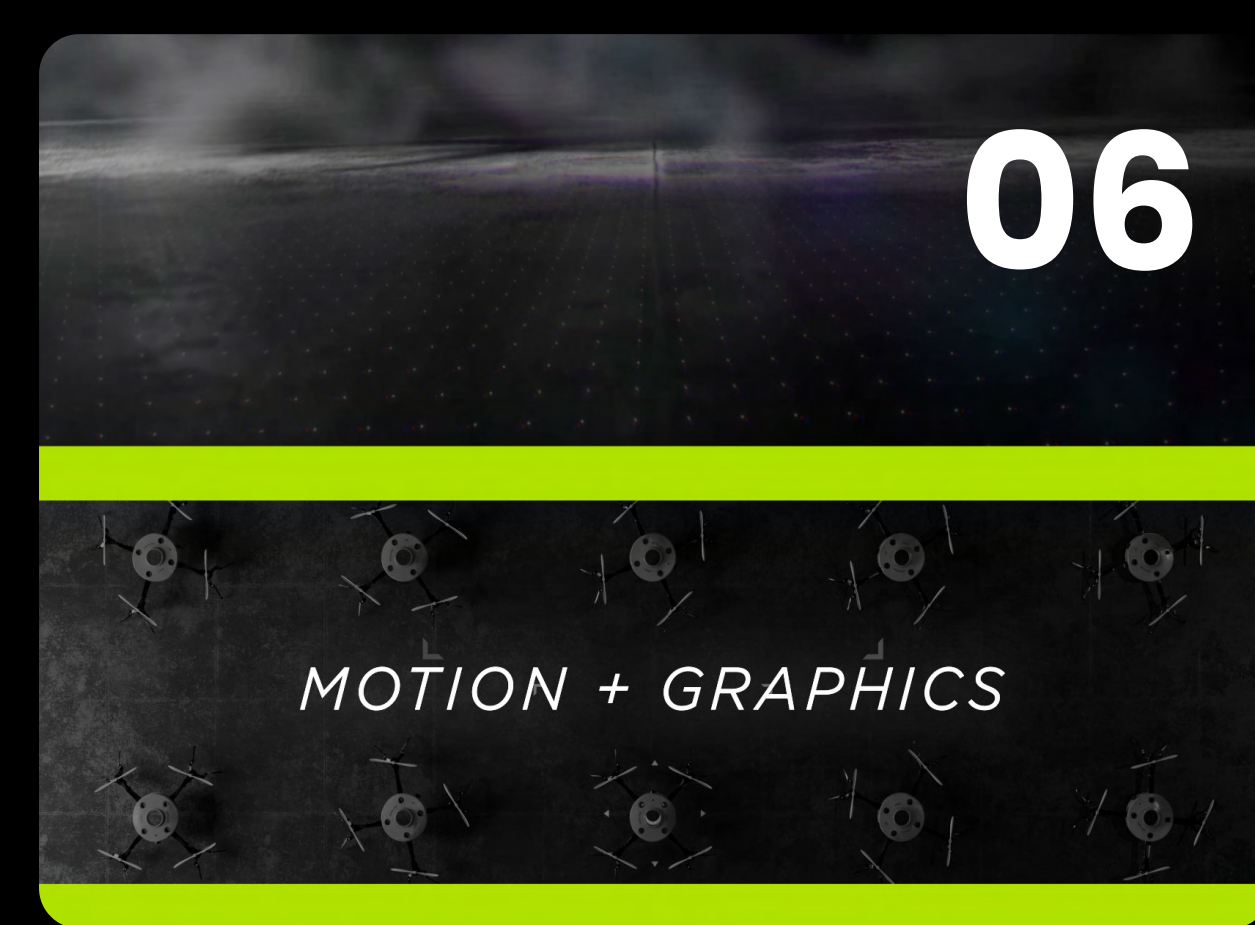
We craft **meaningful visuals** to help brands grow ...

Brand + Motion

We live in a fast-paced world where consumption of information in the digital space is significant. Creating art is our passion and as designers we seek to tell better stories and sell emotions through our work more than anything. We want businesses to thrive by helping them connect with their customers better. Design doesn't just revolve around aesthetics, it forms the basis for solving complex real world problems. Our mission here is to offer the most effective design solutions and create well curated visuals that resonate with our viewers. We want to work with digital marketing and performace agencies that see value in human made visuals.

The digital space is significantly crowded with enormous amount of content these days, standing out becomes an absolute necessity to increase engagement and drive customer behavior. Incorporating motion in addition to using still imagery does greater justice to what is being showcased and provides a visually detailed explanation of the products. We need to explore ways of leveraging movement and guide customers to make more informed decisions based on the visuals.

As designers, our objective is to tell better stories and sell emotions through my human-made work more than anything. Adding meaningful and breathtaking motion has now become a baseline to elevate brand recognition. This uplifts the brand with visually captivating rendering and adds a premium vibe to the products.



Computer graphics for product showcase

Highly polished and customizable assets can be digitally archived. These optimized props can be reused for various different purposes. Since these are made from scratch, they can be modified with precision if needed.

Virtual prototyping and making tweaks to designs on the fly becomes easily achievable. This gives us the ability to rapidly iterate and focus on innovation apart from improving aesthetics.

MOTION + GRAPHICS



Building and placing products in different computer generated environments will enhance the look and feel of compositions as a whole. We can render out close-ups of the product from different angles without having to depend on traditional photography.

Having great control over art direction can help uplift the brand with visually captivating renders. This also adds a premium vibe to the products and brings greater traction on digital platforms while running campaigns.

Run simulations that can not be archived in reality to highlight or demonstrate features of the product. Complex ideas and engineering problems can become easily comprehensible with the right kind of moving visuals.

Design for elevating brand voice

Building a visually rich and captivating brand invokes extremely deep emotional desire through presentation. Collaborating with luxury brands can present us the opportunity of exploring ways to harmoniously blend cultural heritage with arts and celebrate extraordinary craftsmanship.

Through visual storytelling we preserve rich heritage and culture, elevate luxury brands and cherish human-made art. Hyper-realism and surrealism uplift the brand, as these are eye-catching and intricate.



Design for **problem solving**

Innovation is driven by design and creative thinking. Visual language can serve as an extraordinary tool to effectively communicate ideas and concepts. Still images and graphics can be leveraged to provide visual information about how high-end products can be re-envisioned and presented to consumers. Communicating specifics becomes easy with the help of motion design.

Visual language is so powerful, that it serves as an incredible tool to accurately communicate highly complex and abstract ideas. This approach of relying on computer graphics provides us the option of effortlessly iterating and checking the feasibility of prototypes.

Creating digital assets and environments can help us visualize things in a much better way and also simulate scenarios that aren't achievable in the real world.



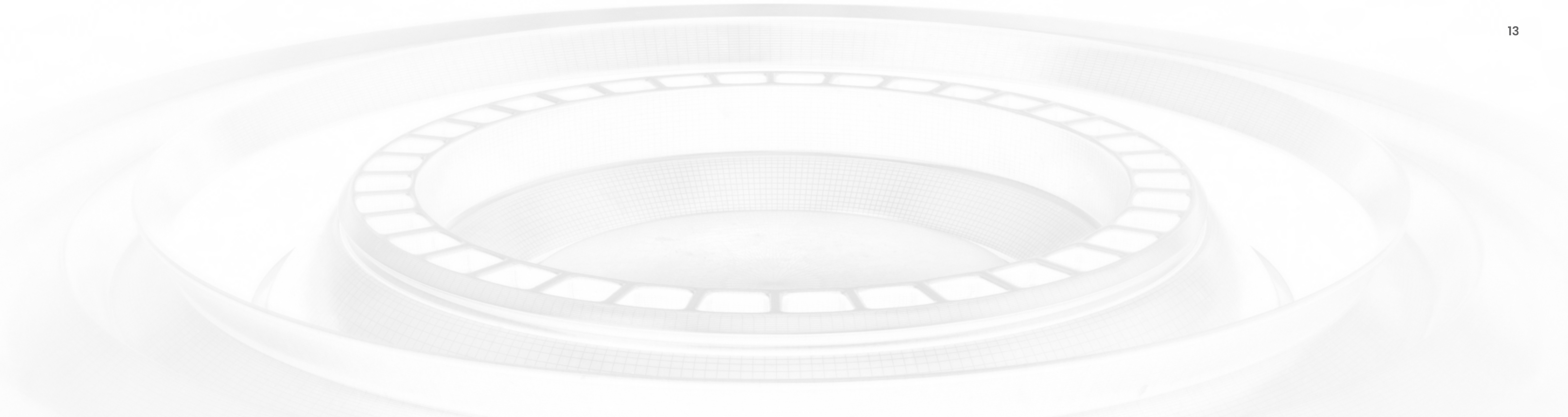
Design Inspiration

Every stage of the creative process, from start to finish, has an impact on the final result and it is a wholesome celebration of painstakingly crafted visuals coming together. As a creative team we strive to understand the importance of how we can tailor our visuals to tell better stories.

Building a cohesive brand identity with well defined visual guidelines that resonate well with our customers is possible when we harmoniously combine aesthetics with solid design systems.

Gathering inspiration serves the foundation of every design we craft at our studio. Our objective is to help agencies capture the essence of what their customers want and how they want to project themselves in the market. Structuring, iterating and developing design systems celebrate and reflect the company's core values and vision.

Our customers want to own a part of what their company stands for and cherish the work they do. We share compelling stories through our human-made creations and sell our clients emotions that could last a lifetime.



Services

Video Production

- Motion Graphics
- Video Editing
- Visual Effects

Interface design

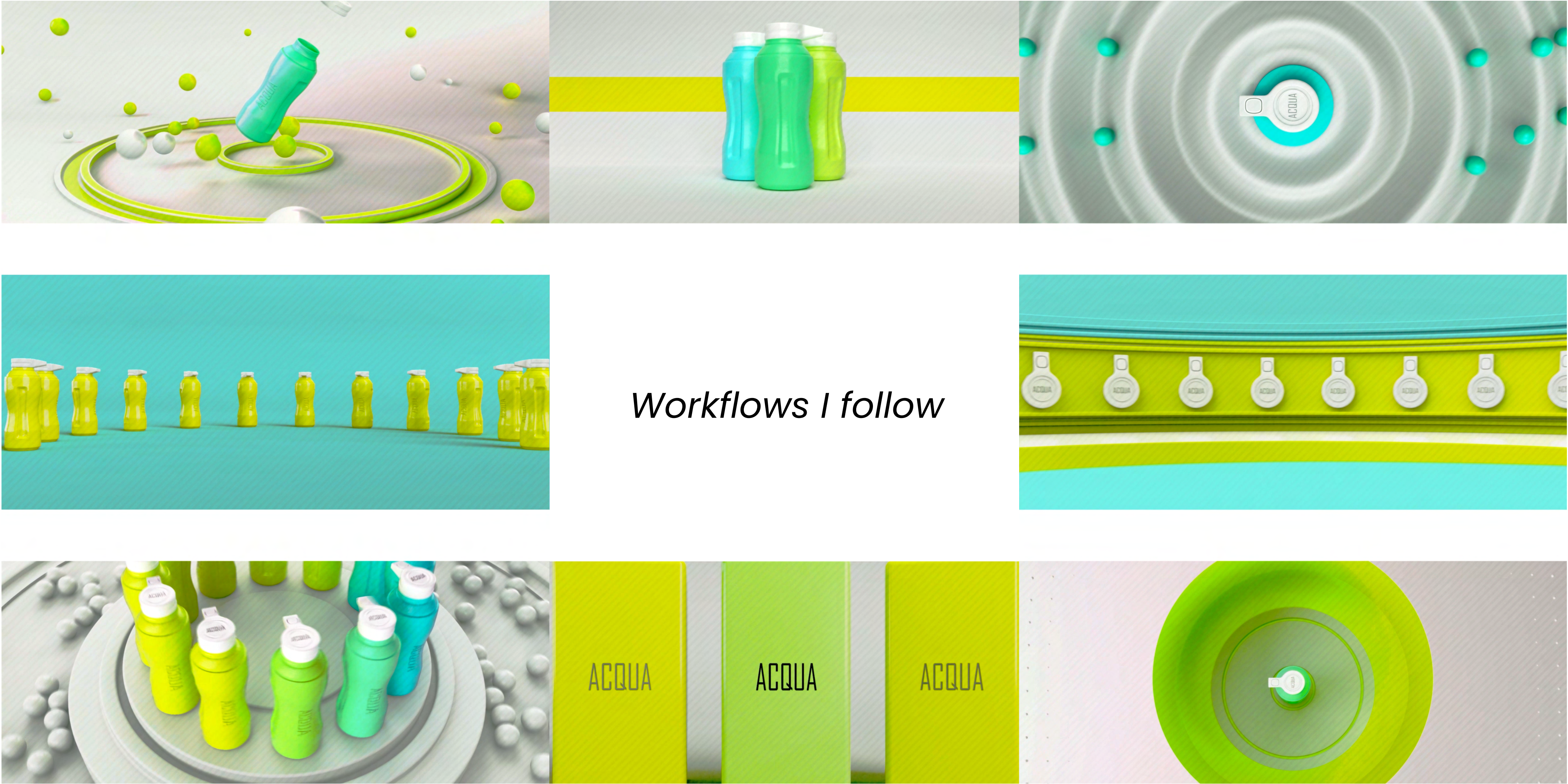
- Wireframing
- Walkthrough
- Interactive Prototyping

Brand design

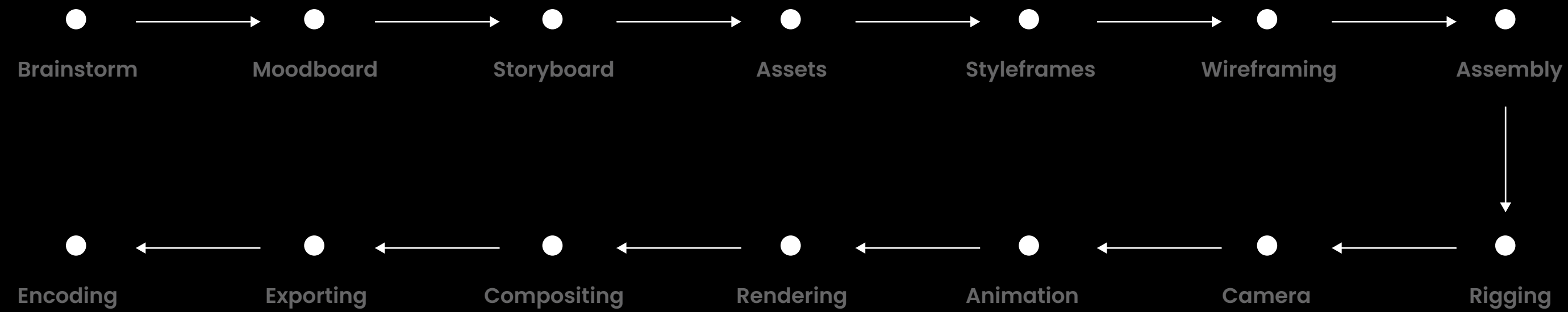
- Identity
- Design system template

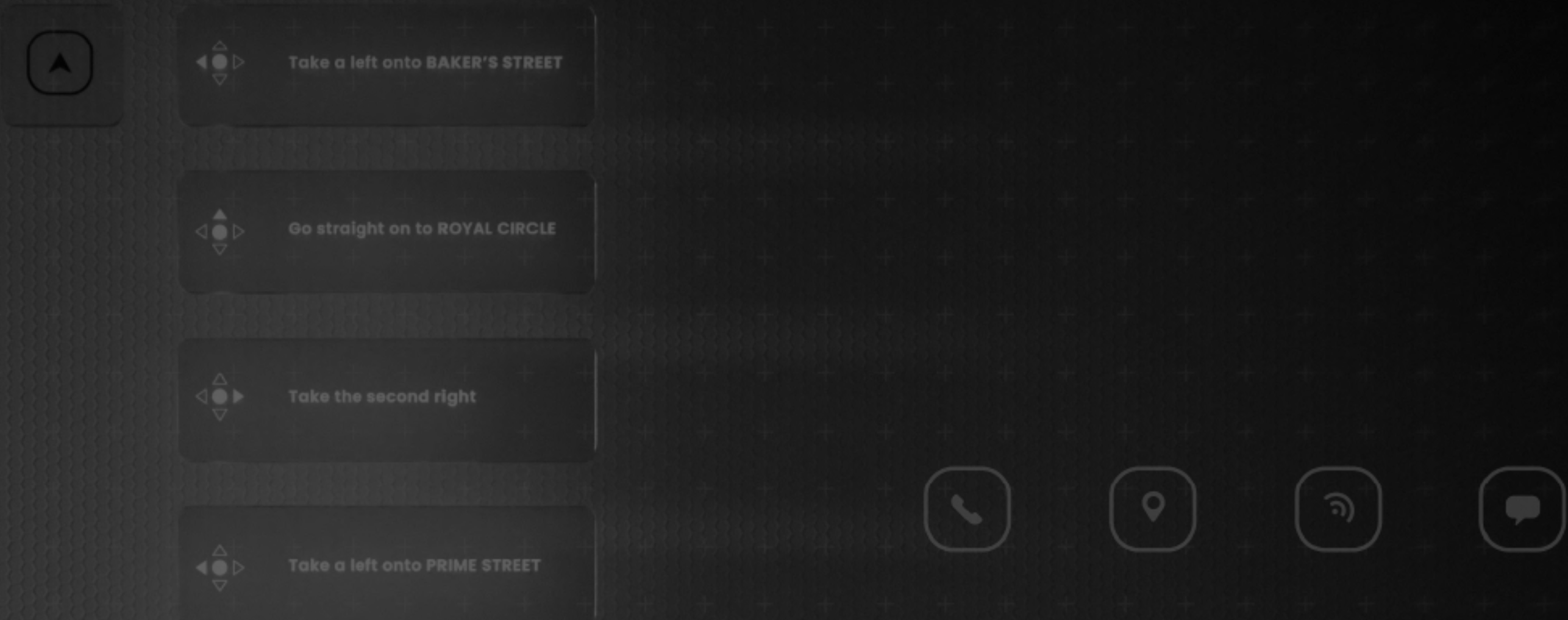
Front end development

- Responsive Layouts



Video-Production

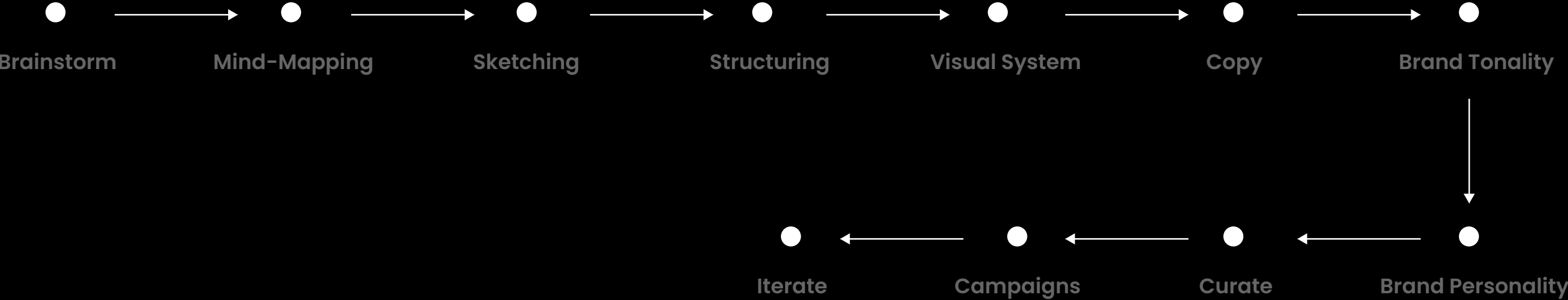




Interface Design



Brand Design





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Crafting emotionally rich and memorable visuals



Hello! I am Ani.

I am a motion designer and visual effects artist who comes from an engineering background. I graduated with a master's degree in Multimedia and Digital Communication at Rochester Institute of Technology, New York. I am currently an independent contractor based in Madras.

I have over a decade of professional experience as a multimedia artist and I am well-versed in using industry standard tools. Having worked with many reputed creative and performance agencies in the United States in different areas of Multimedia, I gained experience and learnt various skills that have enabled me to become a full-fledged motion artist.

I have art directed and worked on various motion pieces, animations and designs for multi-billion dollar clients and celebrity artists in the past. I have had two critically acclaimed solo art shows exhibiting abstract illustrations and life-sized charcoal drawings based on hyper-realism.

I believe that creating compelling and moving visual stories can help me emotionally connect with people. I am always ready to go the distance to contribute as much as I can through the art I create for making this world a better place to live in.



20

Regions

4

Services Offered

4

End Clients

20+

Experience

8+

Who do I work with ?

- Creative agencies
- Production houses
- Luxury retail
- Engineering teams
- Performing artists
- Architects

Data + Design

Dependence on promising data driven approaches for marketing.

Understanding and utilizing data to establish better communication with consumers. Optimizing visuals that resonate with audiences well can increase engagement on different platforms and will measure the performance of the content in the digital space. We can learn what works and what doesn't, and tweak the approach for desired outcomes.

Identifying user groups or target audiences based on their needs, interests, behaviors and demographics for personalization will optimize delivery of content across channels. This approach helps clients strengthen their brand positioning and value perception in the market.

Successful campaigns require great marketing strategies, branding, data driven insights and empathy to users. Good creative content can be produced when it considers all these factors.

Skill Sets

Motion

Category	Deliverables	Length	Style of animation		Type
Motion graphics video	Motion Promo	15, 30, 60 seconds	Minimalistic	Stylized	2D 3D
	Motion Explainer	60, 120, 150 seconds	Minimalistic	Stylized	2D 3D
	Intro, Outro	10, 15 seconds	Stylized	Realism	2D 3D
	Title Sequence	60, 120 seconds	Stylized	Realism	2D 3D
	Lower Thirds	N/A	N/A		2D
	Kinetic Typography	N/A	N/A		2D

Skill Sets

Editing

Category	Type	Length
Video Editing	Reels	15, 30, 60 seconds
	Interviews	1- 10 minutes
	Cut downs	10, 15 seconds
	Color Grading	60, 120 seconds
	Mattes and Wipes	N/A

Asset Creation

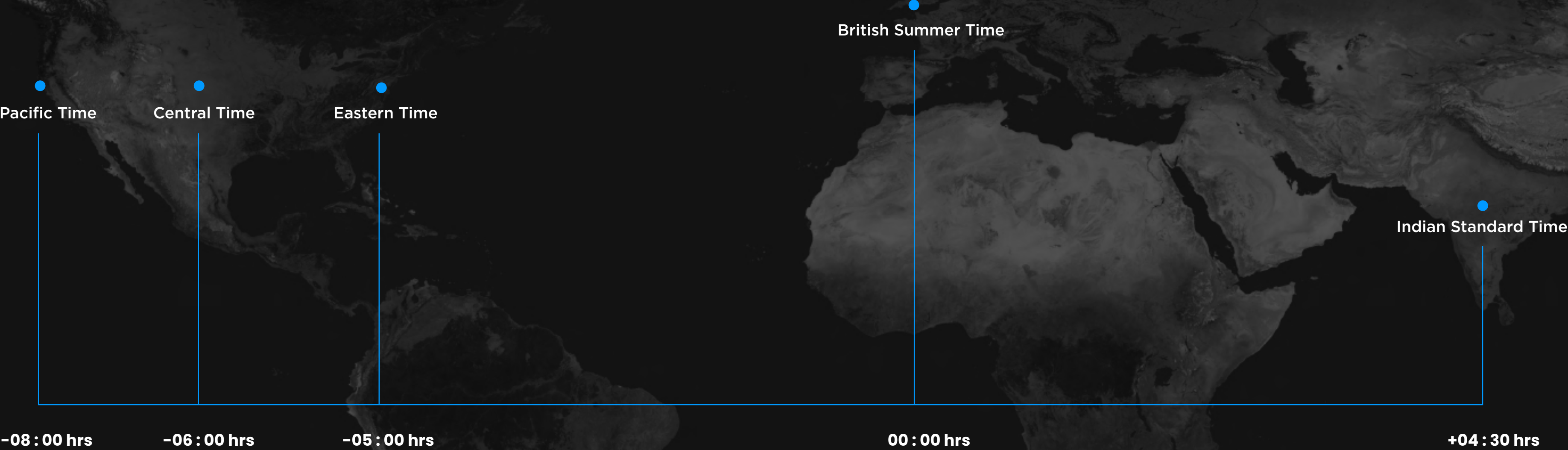
Editing

Category	Type	Quantity
Custom Models and assets	OBJ files	Request
	OBJ files with texture maps	Request
	Retopology	5-10 (Based on complexity)
	Illustrations	5-10 (Based on complexity)
	Vector assets	Request

Skill sets

Visual Effects

Category	Type	Method
Visual Effects	Rotoscopy	Green Screen, Raw footages
	Tracking	Raw footages
	Match Moves	Raw footages
	Compositing	Color grade, Lighting, Background



Time Zones

Creative Tools

3D Software

- Cinema 4D
- Blender
- World Creator
- X-Particles

2D Software

- After Effects
- Premier
- Illustrator
- Photoshop
- Lightroom

Interface design

- XD
- Figma

Front end development

- React
- Java
- HTML

Management Tools

Time Tracking

- Mavenlink
- Workamajig
- Excel Spreadsheets

Organizing

- Trello
- AirTable
- Figma

Reviewing

- Frame.io
- Figma

Story-boarding

- Boords
- Procreate
- Rough Animator

Marketing

- Hubspot

Payroll

- ADP



Looking forward to working with you ...