
Job Description: Graphics & Motion Designer

Position: Graphics & Motion Designer

Department: Creative / Marketing

Location: Sector 19 Dwarka

Experience: 4+ Experience

About the Role

We are looking for a highly creative and versatile **Graphics & Motion Designer** who can bring visual ideas to life across digital, video, and branding projects. The ideal candidate has strong skills in design, animation, editing, and AI-powered creative tools.

Key Responsibilities

- Create high-quality **static and digital creatives** for social media, ads, websites, and campaigns.
- Design and animate **motion graphics**, explainer videos, and promotional content.
- Edit videos including reels, shorts, and long-form content.
- Develop branding elements such as **logos, brochures, presentations, brand guides, and marketing collaterals**.
- Collaborate with the content and marketing team to convert concepts into impactful visuals.
- Work with **AI tools** for ideation, image generation, and design enhancement.
- Ensure all creatives follow brand guidelines and maintain quality and consistency.
- Adapt designs quickly for different formats and platforms.

Required Skills

- Strong expertise in **Adobe Creative Suite** (Photoshop, Illustrator, After Effects, Premiere Pro).
 - Proficiency in **motion graphics, video editing, and animation**.
 - Ability to create **brand identities, brochures, and marketing collaterals**.
 - Creative storytelling and design sense.
 - Familiarity with **AI tools** (Midjourney, Runway, Adobe Firefly, or similar).
 - Excellent understanding of layout, typography, color theory, and design principles.
 - Ability to manage multiple projects and work under deadlines.
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Preferred Qualifications

- Experience with **3D animation** (Blender / Cinema4D) is a plus.
 - Basic knowledge of UI/UX design tools (Figma / XD) is an advantage.
 - Prior experience in a creative agency or media house preferred.
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Soft Skills

- Strong communication and teamwork abilities.
 - Attention to detail and a problem-solving mindset.
 - Highly creative, proactive, and open to feedback.
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