

# Harmeet Singh

## Creative, Design & Motion graphics

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Motion graphic designer with 11 years of experience in digital storytelling, and working on digital platforms like handheld electronic devices, smartphones, television, movies, and the web. Created motion graphics used in multimedia campaigns, eLearning platforms, promotional products, computer graphics, and technical illustrations.

Key achievement: Created motion graphics videos for various production houses such as Vinod Chopra films, Fox Star Studios, Bhansali Productions and Dharma Production.

## WORK EXPERIENCE

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### Saregama India Pvt Ltd

2018 – Present

Manager - Music Monetization, Video OTT

- Spearheaded the execution of content plan, creating and producing animated lyrical videos, jukeboxes, and devotional animations.
- Guided a team of 6 animators and editors, implementing streamlined workflows and best practices.
- Produced engaging YouTube videos that landed on Youtube's trending charts, driving a significant increase in subscriber base and channel engagement.
- Implemented a comprehensive video production process, resulting in an increase in production efficiency and successfully meeting content delivery deadlines.
- Developed creative concepts and ensured alignment with brand guidelines, resulting in a cohesive and impactful YouTube presence.

### Ixia Solutions LLP

2017 – 2018

Animator

- Applied advanced animation techniques to bring storyboards to life, seamlessly integrating interactive elements and creating immersive learning experiences for users.
- Collaborated with Developers and Testers to optimize animations for web applications and various devices, resulting in increase in loading speed and improved user experience across platforms.
- Produced and animated comic-style panels to deliver engaging visual narratives.

## Praxis Interactive

2016 – 2017

Animator

- Optimized images, videos, and other creative assets for client authoring tools.
- Worked closely with Content writers and Visualizers to develop engaging and interactive lessons for diverse clients.
- Created asset library of 200+ virtual props in accordance with the client guidelines for utilization throughout the project.

## Prime Focus Technologies

2015 – 2016

CG Artist - 2D

- Leveraged expertise as a CG Artist for high-profile clients including Tata Motors, Britannia, Itch Guard, Imagica, and Freecharge.
- Animated dynamic characters, designed and executed visually appealing tag ons, and harnessed advanced motion graphics techniques to create compelling product videos.
- Created high fidelity Storyboard illustrations and product mockups.

## Zeus Learning

2012 – 2015

Graphic Animator

- Enhanced educational materials by animating complex concepts.
- Collaborated with the programming team to optimize interactivities by providing required visual assets such as images, UI mockups and GIFs.
- Translated content team's storyboards into visually appealing animations, providing seamless integration of vector graphics for clients such as Discovery.
- Created captivating animations for High School, Engineering, and Maths Glossary terms, bringing concepts to life and improving comprehension.

## EDUCATION

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### G.N.Khalsa College

2011

Bachelor of Mass Media — Advertising

## SKILLS

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**Technical Skills:** Motion Graphics, UI/UX Design, Video Production, Creative Visualization, Illustration, Adobe Creative Suite.

**Languages:** English, Hindi, Punjabi, Marathi