

AMAL ANILKUMAR

Graphic Designer | Motion Graphics Designer

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PROFESSIONAL SUMMARY

Graphic and Motion Graphics Designer with a VFX production background, specializing in brand identity, digital campaigns, and social media creatives for international consumer brands. Delivered 100+ campaign assets for markets across Saudi Arabia and Australia, blending strong static design with motion craft to build visual systems that hold up across formats and fast-turnaround production cycles.

CORE SKILLS

Brand Identity Design • Social Media & Campaign Design • Motion Graphics • Digital Advertising Creatives • Layout & Print Design • Typography

TECHNICAL SKILLS

Photoshop • Illustrator • InDesign • Premiere Pro • After Effects

PROFESSIONAL EXPERIENCE

Visual Content Designer , Globosoft	2025 – Present
- Designed 100+ social media creatives, banners, and digital campaign assets for international and regional brands, including American Tourister (Saudi Arabia), Samsonite (Saudi Arabia), and Outback Exhaust (Australia) - Built and maintained brand-consistent visual systems across multiple industries, ensuring design coherence across every touchpoint - Partnered with marketing teams to deliver fast-turnaround creative for time-sensitive campaign launches, supporting improved audience engagement and brand visibility - Applied motion graphics principles to elevate static campaign assets into dynamic, platform-ready video content	
Freelance Graphic Designer , Self-employed	2024 – 2025
- Managed the full design lifecycle from client briefing and concept development through final delivery, for branding, social media, and marketing collateral projects - Acted as sole point of contact for client communication, translating business goals into visual design solutions - Delivered projects across branding, digital advertising, and print collateral for a range of independent clients	
VFX Artist Trainee , Magmyth VFX Studio	2019 – 2020
- Trained in compositing, rotoscoping, keying, and cleanup workflows for film and media production - Assisted in VFX production and simulation work, building a technical foundation in motion and visual effects that now informs current motion graphics practice	

EDUCATION

Master of Arts in Digital Effects Bournemouth University, UK	2021 – 2023
Bachelor of Arts in Animation & Graphic Design Rajagiri College, Kochi	2017 – 2020

LANGUAGES

English • Hindi • Malayalam