

MOHAMMAD IRFAN

SENIOR MOTION GRAPHICS DESIGNER

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SUMMARY

With a passion for motion graphics and dynamic animation, my expertise spans creating simple, beautiful, and innovative animated content—from typography-driven designs and explainer videos to infographics, real-time 2D & 3D broadcasting graphics, and augmented reality projects. Over the years, I have refined my skills using industry-standard tools such as After Effects, Photoshop, Premiere, Illustrator, and Wasp3D, consistently pushing the boundaries of animation into original creative directions. I pride myself on a meticulous attention to detail and a commitment to producing high-quality visuals that not only capture attention but also communicate compelling narratives. Beyond crafting engaging animations, I enjoy researching and developing creative ideas that solve business and audience challenges. I am eager to contribute my skills and enthusiasm to a dynamic, collaborative creative team at a company renowned for excellence, where every project is an opportunity to weave a story that resonates on a deeper, emotional level.

TECHNICAL SKILLS —

Motion Graphics.	Explainer videos.	Animation Trends.
Video Editing.	Marketing video production.	Independent & collaborative
Typography.	AI-Driven Visuals & Generative AI.	workflow.
Color Theory & Illustration.	Quick adaptability & tech proficiency.	Team Management & Leadership.

PROFESSIONAL EXPERIENCE —

Senior Motion Graphics Designer, Pyramid Consulting | Noida, India.

Apr 2025 - Present

- Lead the creation of motion graphics, animations, and video content for marketing, brand communication, and corporate initiatives.
- Handle projects end-to-end from concept, storyboard, and design to final animation and delivery.
- Develop brand-aligned motion graphics, including logo animations, product videos, explainer content, and internal communication videos.
- Collaborate with cross-functional teams, including Marketing, HR, Sales, and Leadership, to translate ideas into engaging visual stories.
- Establish and maintain motion design guidelines to ensure visual consistency across all video content.
- Create reusable animation templates and assets to improve production speed and workflow efficiency.
- Apply advanced animation techniques in Adobe After Effects, including tracking, masking, typography animation, and compositing.
- Select and edit music, sound, and visual elements to enhance storytelling and viewer engagement.
- Manage multiple projects simultaneously while meeting tight deadlines and maintaining high creative standards.
- Support company events and campaigns through video production, including award videos, corporate storytelling, and promotional content.
- Research and experiment with new tools and techniques, including AI-assisted creative workflows, to improve content production.

Senior Animator, Monotype | Noida, India.**Dec 2022 - Apr 2025**

- Led the execution of animation projects from conceptualization to final delivery, collaborating closely with Brand, Design, Social, Product and Marketing teams.
- Spearheaded the AI-driven image and video initiatives within the creative team, exploring innovative animation solutions.
- Contributed to large-scale campaigns with animations, ensuring alignment with brand strategy and marketing goals.
- Developed high-quality animations for production pipelines, balancing stylized and realistic approaches.
- Created complete animations and motion assets, bringing creative concepts to life with precision and attention to detail.
- Integrated pop culture trends into projects to enhance audience engagement and brand relevance.
- Worked seamlessly in an agile environment, collaborating with Consumer Marketing, Digital Performance Marketing, Community Marketing, and Creative Services project managers.
- Maintained strong organizational and file management practices, ensuring streamlined workflows and project efficiency.
- Problem-solved creative challenges dynamically, providing solutions that met both artistic and technical requirements.
- Demonstrated expertise in animation workflows, self-managing time effectively with a high degree of accountability and minimal supervision.

Graphics Artist / Animator, Beehive Systems Pvt. Ltd (WASP3D) Noida**July 2018 - Dec 2022**

- Designed impactful 2D and 3D animations, virtual sets, and augmented graphics, enhancing visual experiences and optimising audience engagement.
- Implemented real-time on-air graphics, ensuring smooth and efficient integration of visual elements into live broadcasts.
- Facilitated client interaction and project briefing, ensuring a comprehensive understanding of client requirements and project scope.
- Delivered live product demonstrations to clients, effectively showcasing key features and benefits of WASP3D solutions.
- Managed end-to-end project delivery for both domestic and international clients, ensuring seamless execution.
- Streamlined the client training process, implementing effective strategies to enhance client learning experiences and ensure optimised utilisation of resources.
- Conducted on-site client training sessions both internationally and domestically, ensuring effective knowledge transfer and client satisfaction.
- Collaborated with product development teams, providing creative insights to refine software capabilities and user experience.
- Worked closely with the marketing team to develop strategic visual content, driving product engagement and sales.

SOFT SKILLS —

- **Leadership:** Inspiring, guiding, and motivating teams to achieve goals. Making strategic decisions and fostering collaboration. Creating a positive and productive work environment.
- **Project Management:** Planning, organizing, and executing tasks efficiently. Managing resources, timelines, and risks effectively. Ensuring successful project completion within scope and budget.
- **Communications:** Conveying information clearly and effectively to audiences. Listening actively and responding appropriately in various settings. Facilitating understanding and collaboration across teams.
- **Problem Solving:** Identifying challenges and analyzing potential solutions. Thinking critically to resolve issues efficiently. Implementing practical and effective strategies to overcome obstacles.
- **Adaptability:** Adjusting to new situations, challenges, and environments. Staying flexible in dynamic or changing conditions. Learning quickly and applying new skills as needed.

HARD SKILLS —

- **Software Expertise:** Proficient in Adobe After Effects, Premiere Pro, WASP3D, Dall-E and AI-driven animation tools.
- **Motion Graphics & Animation:** Expertise in stylised and realistic animations, marketing videos, and broadcast graphics.
- **Visual Storytelling:** Strong ability to craft compelling narratives through motion design, enhancing audience engagement.
- **AI & Generative AI:** Experience in leveraging AI for animation and video content, pushing creative boundaries.
- **Explainer & Marketing Videos:** Skilled in producing high-quality explainer content that aligns with brand and marketing strategies.

CURRENT SKILL ACQUISITION IN PROGRESS —

- **Cross-Team Collaboration:** Strengthening coordination between animation, product, and marketing teams for seamless project execution.
- **Social Media Animation Strategies:** Exploring short-form content tailored for modern digital platforms to enhance brand engagement.
- **Workflow Optimisation:** Refining processes for efficient file management, briefing, and project execution.

WHAT I BRING TO THE ROLE – MY SUPERPOWER —

- **AI & Future-Ready Animation:** Passion for integrating AI and emerging technologies into animation workflows to enhance efficiency and creativity.
- **Process & Team Efficiency:** Proven ability to optimise animation pipelines, manage projects effectively, and foster collaboration across teams.

WHY I WANT THIS POSITION —

I want this position because it aligns with my expertise in animation and leadership. I am eager to contribute my creative and technical skills to deliver high-quality animation while mentoring and collaborating with a strong team. This role offers the opportunity to take on new challenges, drive artistic vision, and grow within a dynamic environment.

EDUCATION —

Advance diploma in VFX and cinematics

2016 - 2018

MAAC animation Kanpur
Major in Motion Graphics

Bachelor of Science.

2015 - 2017

RMLAU - Faizabad Ayodhya
Major in botany and biology

ADDITIONAL INFORMATION —

- **Languages:** Hindi, English.
- **Certifications** - **AI and Generative AI for Video Content Creation, Communication Foundations (2018)**.
- **Linkedin profile** - <https://www.linkedin.com/in/mohammadirfansenioranimator/>