

Shubham Tiwari

Graphic Designer | Animation

Jaipur, India | Open to Remote
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Summary

Senior Graphic Designer with 6+ years of experience creating brand-driven visuals and motion-supported storytelling for digital platforms. Strong expertise in graphic design, branding, and motion graphics (Adobe After Effects), with a proven ability to translate complex ideas into clear, engaging, and structured visual content. Experienced in leading end-to-end design workflows across education, media, and digital campaigns, combining strong design fundamentals with motion to improve communication, engagement, and content retention.

Experience

Head of Product Design - Edubaba · India

May 2017 – Present - Part-time | Remote

Owned the complete design function for a UPSC-focused education company, leading graphic design, motion graphics, animation, and branding across digital and print platforms.

Key Responsibilities & Achievements:

- Led end-to-end design execution for **Mapzine**, Edubaba's flagship map-based book series for UPSC aspirants, from concept development to final print-ready delivery
- Designed **high-accuracy UPSC-specific maps, diagrams, and visual learning aids**, focused on conceptual clarity and exam relevance
- Led book and study material design, including **layout systems, typography standards, and print coordination**
- Created motion graphics and **animated educational content** to simplify complex academic concepts
- Maintained **brand identity and visual consistency** across books, digital platforms, and marketing assets
- Designed creatives for **web, social media, and promotional campaigns**
- Collaborated closely with educators and content teams to convert academic material into **structured visual formats**
- Owned the **complete design workflow**, quality control, and final output

Graphic Designer (Freelance-Remote) | CreativeValley Marketing Agency

May 2024 – May 2025 | Remote

Key Responsibilities & Achievements:

- Designed **branding assets, social media creatives, and ad visuals** for multiple client campaigns across digital platforms
- Enhanced campaign creatives with motion-supported designs using Adobe After Effects, **contributing to improved audience engagement**
- Translated creative briefs and brand guidelines into **clear, platform-optimized visual outputs** while working remotely with cross-functional teams

Freelance Graphic Designer (Animation & Motion Graphics)

Ongoing | Independent Projects

- Designed static and animated visuals for digital platforms, including **YouTube, educational content, and social media**
- Created **explainer-style animations, news-style visuals, and information-based designs** focused on clarity and storytelling
- Managed **end-to-end design delivery** from concept to final export

Capabilities

Design:

- Graphic Design & Visual Communication
- Branding & Visual Identity
- Infographics & Information Design
- Map-based & Educational Visuals
- Typography & Layout Design

Animation:

- Motion Graphics (After Effects)
- 2D Animation (Design-Driven)
- Animated Explainers & Visual Aids
- News-style & Documentary Visuals
- Map Animation

Tools

- CorelDRAW
- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Adobe After Effects
- Adobe Premiere Pro

Education

Bachelor of Commerce (B.Com)
Barkatullah University,
Bhopal, India