

OBHISHAK DAS

Senior Motion Graphics Designer

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PROFESSIONAL SUMMARY

Great motion design doesn't just move — it communicates. As a **Senior Motion Graphics Designer with 14 years of experience** working across diverse industries and international teams, I bring both the creative vision and technical expertise to deliver compelling motion content from concept to final frame.

AREAS OF EXPERTISE

Video Specialisations

Explainer Videos · Product Videos · Promotional Videos · Video Editing

Creative Skills

Concept Development · Visual Storytelling · Brand Understanding

Work Domains

Social Media Marketing · Brand Campaigns · Product Marketing · Digital Advertising

KEY TOOLS

Adobe After Effects · Adobe Premiere Pro · Adobe Photoshop · Adobe Illustrator

PROFESSIONAL EXPERIENCE

Monotype Solutions India Pvt. Ltd. | *Typography & Font Technology* | Noida, UP | Jan 2021 – Present

Senior Motion Graphics Designer | Apr 2025 – Present

- Took on expanded creative ownership, independently managing multiple briefs simultaneously with greater accountability for creative quality.
- Actively participated in creative strategy meetings, contributing motion design perspective to campaign planning and execution.
- Provided creative guidance and support to team members when needed, ensuring consistent quality across all deliverables.

Motion Graphics Designer | Jan 2021 – Mar 2025

- Conceptualized and produced motion graphic content for global audiences spanning brand awareness, product launches, customer education, sales support and event promotions across LinkedIn, Instagram, YouTube and Monotype's website.
- Partnered regularly with creative teams across the US and UK — including copywriters, designers and creative head — ensuring seamless delivery of globally consistent motion content.

Balance Hero India Pvt. Ltd. | *Fintech* | Gurugram, Haryana | Sep 2018 – May 2020

Motion Graphics Designer

- Drove multilingual visual content for marketing of True Balance — a leading digital lending fintech platform serving 80 million+ Indians — delivering 4-8 videos per month across loan, recharge and bill pay verticals on multiple digital platforms.
- Collaborated with Korean leadership and Indian management, contributing to concept development and final execution across all True Balance motion content.

Intex Technologies India Ltd. | *Consumer Electronics* | Okhla, New Delhi | Dec 2016 – Sep 2018

Motion Graphics Designer

- Consistently delivered 6-8 videos per month across multiple digital platforms and live launch events, driving Intex's consumer electronics marketing campaigns.
- Functioned as the sole Motion Graphics Designer within the marketing team, independently owning all creative decisions from concept to final delivery across a diverse product portfolio.

Freelancer | *Independent Creative* | New Delhi | Jun 2016 – Dec 2016

Motion Graphics Designer

- Devised and delivered motion design and visual storytelling across multiple creative projects.

Beehive Systems Pvt. Ltd. | *Broadcast & Media Technology* | Noida, UP | May 2015 – Jun 2016

Motion Graphics Designer

- Engineered motion asset packages for international news and sports broadcast channels.

Digitoonz Entertainment Pvt. Ltd. | *Animation & Entertainment* | Noida, UP | Dec 2011 – May 2015

Assistant Post-Production Artist

- Orchestrated end-to-end post-production for internationally broadcast 2D animated TV series.

KEY PROJECTS

Adobe Max | *Monotype Solutions* | 2023 – 2025

- Collaborated on motion graphic content for Monotype's participation in Adobe Max — one of the world's largest design conferences — delivering high-impact visuals for a global creative audience.

Helvetica Variable Launch | *Monotype Solutions* | 2021

- Contributed to the motion graphic content for the global launch of Helvetica Variable — one of the world's most iconic typefaces — supporting Monotype's marketing campaign across digital platforms.

IPL Season 10 — Gujarat Lions Campaign | *Intex Technologies* | 2017

- Spearheaded multiple high-impact motion assets for Intex's Gujarat Lions team in IPL Season 10, delivering content for one of India's most watched sporting events across digital and social channels.

PROFESSIONAL QUALIFICATION

Specialization Diploma in VFX – CG Mantra (Chronicles Group), Delhi | 2009 – 2011

EDUCATIONAL QUALIFICATION

Bachelor of Commerce (B.Com) – Delhi University (Open Learning) | 2004 – 2008

12th — C.B.S.E – Delhi | 2004

10th — C.B.S.E – Delhi | 2002

ADDITIONAL INFORMATION

Languages: English, Hindi, Bangla