

D Y Prasad

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Senior Creative Visualizer | Creative Director | Graphic Designer | Motion Graphics Artist | UI/UX Designer | 3D Generalist

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PROFESSIONAL SUMMARY

Creative professional with 20+ years of experience in Graphic Design, Branding, Motion Graphics, 2D & 3D Animation, UI/UX Design, Video Production, and Digital Marketing. Proven expertise in developing engaging visual communication for corporate, healthcare, media, advertising, political campaigns, and educational organizations.

Skilled in transforming business ideas into impactful visual experiences through creative storytelling, product visualization, branding, social media campaigns, corporate presentations, and marketing videos.

Experienced in leading complete creative projects from concept development to final delivery while maintaining brand consistency, quality standards, and project timelines.

CORE COMPETENCIES

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|-----------------------------|--------------------------------|----------------------------------|
| • Creative Direction | • Product Explainer Videos | • Product Photography |
| • Graphic Design & Branding | • Video Editing | • Product Video Production |
| • Corporate Identity Design | • UI/UX Design | • Print & Packaging Design |
| • Product Visualization | • Website Design | • Exhibition & Trade Show Design |
| • Motion Graphics | • Social Media Creative Design | • Corporate Presentations |
| • 2D & 3D Animation | • Digital Marketing Creatives | • AI-assisted Content Creation |

TECHNICAL SKILLS

Design

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign

Motion Graphics & Video

- Adobe After Effects
- Adobe Premiere Pro
- Adobe Animate

UI / UX

- Adobe XD
- Figma

Web Technologies

- HTML 5
- CSS3
- Wordpress

3D Software

- Autodesk Maya
- Blender
- Reallusion iClone

AI Tools

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|--------------|-----------------------|
| • ChatGPT | • Sora |
| • Midjourney | • AI Image Generation |
| • Veo | • AI Video Production |

PROFESSIONAL EXPERIENCE

Senior Creative Visualizer

BioGenex Life Sciences Pvt. Ltd. 2018 – 2025

Key Responsibilities

- Designed corporate branding and marketing campaigns.
- Created high-quality 3D product animation videos.
- Produced medical product explainer videos.
- Developed social media marketing creatives.
- Designed brochures, catalogs, flyers, posters and packaging.
- Managed website design and maintenance.
- Designed trade show booth graphics and exhibition branding.
- Created product manuals, labels, CD artwork and technical illustrations.

- Conducted product photography and promotional video shoots.
- Produced corporate films and marketing videos.
- Supported cross-functional teams with creative solutions.

Major Achievements

- Successfully handled complete creative branding for multiple healthcare products.
 - Produced numerous corporate videos and 3D product animations.
 - Improved brand consistency across digital and print platforms.
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Creative Associate

Indian Political Action Committee (I-PAC) 2018

Key Responsibilities

- Designed political campaign creatives.
 - Produced social media motion graphics.
 - Created UI mockups and user interface designs.
 - Developed digital campaign advertisements.
 - Designed infographics and presentation materials.
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Animation Head

Aamoda Broadcasting Company Pvt. Ltd. 2014 – 2018

Key Responsibilities

- Led animation production team.
 - Created TV program graphics.
 - Designed news graphics packages.
 - Produced channel branding and motion graphics.
 - Developed political satire animations.
 - Managed promotional videos
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Visual Designer / 3D Generalist

DigiQuest Studios Pvt. Ltd. 2011 – 2014

- Created UI/UX designs.
 - Designed websites and web interfaces.
 - Developed 3D graphics and animations.
 - Built storyboards and prototypes.
 - Worked closely with development teams for implementation.
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Senior Graphic Designer

Pensell Advertising Pvt. Ltd. 2012 – 2014

- Developed advertising campaigns.
 - Designed logos and corporate branding.
 - Created print advertisements.
 - Designed marketing collateral.
 - Coordinated with creative directors and clients.
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Graphic Designer

RVML Pvt. Ltd. 2004 – 2009

- Designed brochures and marketing materials.
- Created logos and visual identities.
- Developed print advertisements.
- Worked on branding and promotional campaigns.

EDUCATION

Bachelor of Fine Arts (Painting – Visual Communication)

JNTU College of Fine Arts

Advanced Diploma in 3D Animation & Visual Effects

I/O Systems

Drawing Teacher Training

Diploma in Fine Arts

KEY PROJECTS

- 3D Product Animation Videos
 - Medical Equipment Demonstration Videos
 - Corporate Branding Projects
 - Product Photography
 - Motion Graphics Campaigns
 - Social Media Marketing Campaigns
 - UI/UX Design Projects
 - Website Design
 - Product Launch Videos
 - Trade Show Exhibition Graphics
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ACHIEVEMENTS

- 20+ Years of Professional Experience
 - Successfully delivered 1000+ creative design projects
 - Produced hundreds of motion graphics and corporate videos
 - Expertise across Healthcare, Advertising, Media, Education, Political Campaigns, and Digital Marketing
 - Strong leadership in managing end-to-end creative production
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SOFT SKILLS

- Creative Thinking
 - Leadership
 - Team Collaboration
 - Project Management
 - Problem Solving
 - Communication
 - Time Management
 - Client Relationship Management
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LANGUAGES

- English
 - Telugu
 - Hindi
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INTERESTS

- Digital Art
- Photography
- Video Production
- Music
- Painting
- AI Creative Technologies

Declaration:

I hereby declare that all the details furnished above are true to the best of my knowledge.

Place: Hyderabad

Date:

Signature: -----

(D Y Prasad)