

# KESAVAN JAISHANKAR

Electronic city,  
Bengaluru 560068

## DESIGN STRATEGIST

GRAPHICS • MOTION • UI

## EDUCATION

### Bachelor of Engineering

Anna University  
Year : 2013 - 2017

## SKILLS

- Visual Design
- Brand Communication
- Motion Graphics
- Video Storytelling
- Digital Content Design
- Graphic Design
- User Experience Design (UX)
- User Interface Design (UI)

## TOOLS

- Figma
- Adobe XD
- Adobe Photoshop
- Adobe Illustrator
- Adobe Premiere Pro
- Adobe After Effects
- Articulate Storyline 360
- Blender (Beginner)

## PORTFOLIO LINK

### My Portfolio Site

[www.keshavanz.com](http://www.keshavanz.com)

### LinkedIn

@keshavanz

M: 9489004776 E: kesavancancerian1311@gmail.com W: www.keshavanz.com

## ABOUT ME

Multidisciplinary designer with 7+ years of experience across graphics, motion, video, and UI/UX. I approach design as conveying the purpose of a product or service through simplified storytelling. I'm driven less by titles and more by curiosity. Passionate about shaping product and brand experiences through thoughtful, user-focused visual design.

## EXPERIENCE

Mar 2023 - Dec 2025

### Designer (Graphic and Visual) Nextgen IS

Led multidisciplinary design initiatives across visual design, motion graphics, and UX/UI for O→1 digital products namely, SkillBridge, Botafy, and D-Screen. Designed interfaces, workflows, and dashboards for both internal and client-facing platforms, focusing on clarity and usability. Produced motion graphics, product explainers, and marketing videos to support product communication and storytelling.

Dec 2021 - Feb 2023

### Sr. Visual Designer Wealthy

Led the marketing vertical under CMO, making end to end creatives and videos for marketing campaigns. Executed high-impact visual and ad campaigns that increased user acquisition and supported product growth, contributing to a successful \$7.5M funding round, while assisting with UI design for the Wealthy App

Mar 2020 - Oct 2021

### Graphic Designer Unacademy

Contributed design assets for multiple channels across Unacademy. Designed and produced high-impact visual and motion assets for Unacademy's JEE channel, contributing as a core team member to its growth from 400K to 1.2M subscribers, strengthening brand visibility and learner engagement.

May 2019 - Feb 2020

### Video Editor ShareIT

Worked as part of the mission to build and develop a platform competing with YouTube, with videos from different genres. Contributed to large-scale video production initiatives, delivering in-app short-form and long-form content for a patriotic channel and helping grow its reach to 632K followers.

Aug 2018 - Dec 2018

### Digital Marketing Executive SIPPO

Worked as a contractual videographer and editor covering the Gandhishop Exhibition event conducted by Ministry of Textiles Department India on Handicraft items.

Jun 2017 - July 2018

### Design Trainee Nestle India

Worked in a high end instant tea manufacturing unit as a trainee, reviewing chances & risks of food contamination, solving high-impact contamination by building a Gasket Management System that reduced waste by ~88%