

PBR

VISUAL DESIGNER

CONTACT

Bengaluru, India

9113030188

viratpavan152@gmail.com

behance.net/pavangowda4

linkedin.com/in/pavan-b-r-60b735151

TOOLS

- Photoshop
- Illustrator
- After Effects
- Premiere Pro
- Figma
- Canva
- InDesign
- Runway
- Sora
- Kling
- Midjourney
- Flux

LANGUAGES

- English
- Kannada
- Hindi
- Telugu

PAVAN B R

Senior Visual Designer | Motion Graphics | AI-Powered Creative Specialist

PROFILE

Senior Visual Designer with 5+ years across performance ads, motion graphics, social media campaigns, UI/UX improvements and AI-assisted creative production. Experienced in building high-impact visual systems for startups, D2C brands, political campaigns and international clients - combining design taste, storytelling, speed and execution ownership.

5+

Years Experience

10+

USA Clients at Cube

AI

Video + Image Workflows

CORE SKILLS

Performance Ads

Motion Graphics

Video Editing

Branding

Social Media Creatives

Email Design

AI UGC Videos

Website Revamp

UI/UX Visuals

Storyboards

Typography

Color Grading

SELECTED IMPACT

- Created marketing visuals across Meta ads, social media, email campaigns, website assets and video creatives.
- Blended motion design, storytelling, typography and layout to build creatives that feel premium and conversion-focused.
- Used AI tools to speed up ideation, generate visual directions, test styles and create AI UGC video concepts.

EXPERIENCE SNAPSHOT

Company	Role	Timeline
Cube HQ	Senior Visual Designer	Sep 2025 - Present
Healofy	Graphic & Motion Designer / UI-UX	Nov 2023 - Sep 2025
Voice of Commons	Graphic Designer & Motion Graphics	Jul 2022 - Oct 2023
Medibikri	Graphic Designer	Apr 2022 - Jul 2022
Spidy Digital Private Solutions	Freelance Graphic Designer	Mar 2021 - Apr 2022

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PROFESSIONAL EXPERIENCE

Cube HQ

Sep 2025 - Present

SENIOR VISUAL DESIGNER

- Created performance creatives, video ads, email designs and social media assets for 10+ USA clients.
- Developed brand-led Meta ad creatives with strong storytelling, pacing, layout and typography.
- Used AI image/video tools for rapid concept exploration, style testing, UGC-style content and faster production cycles.
- Supported website revamps, UI visual improvements, landing page assets and marketing design systems.

Healofy

Nov 2023 - Sep 2025

GRAPHIC & MOTION DESIGNER / UI-UX

- Designed app posters, carousels, product videos, D2C campaign creatives and animated ads for a large pregnancy and parenting platform.
- Worked on app UI/UX visuals including landing pages, home screens, pop-ups, icon animations and in-app campaign assets.
- Built cohesive brand visuals across marketing, product and content channels to improve user engagement.

Voice of Commons

Jul 2022 - Oct 2023

GRAPHIC DESIGNER & MOTION GRAPHICS

- Created social media posters, banners, reels, campaign videos and political communication assets.
- Worked on campaign design for Dr. K. Sudhakar, former Health Minister of Karnataka, with fast-turnaround content execution.

Medibikri

Apr 2022 - Jul 2022

GRAPHIC DESIGNER

- Handled app UI visuals, branding materials and pharmacy-focused marketing creatives.

Spidy Digital Private Solutions

Mar 2021 - Apr 2022

FREELANCE GRAPHIC DESIGNER

- Designed branding materials, templates, presentation layouts, edited images and digital creative assets for clients.

EDUCATION

- B.Sc. Visual Effects - ICAT Design & Media College, Bangalore (2022)
- Diploma in Computer Science - VidyaVardhaka Polytechnic, Mysore (2019)

CREATIVE STRENGTHS

Visual storytelling

Creative direction

AI-assisted workflows

Fast execution

Design systems

Performance-focused thinking