NIHAL SAJID

Multimedia Designer • Video Producer • Motion Graphics

nihalsajidmedia@gmail.com | +91 95624 54457 | Bangalore, Karnataka
Portfolio: https://drive.google.com/drive/folders/1kVqasDMfTJUf4E4tciGPYpHOTQnzp7v0

PROFESSIONAL SUMMARY

Versatile Multimedia Designer and Video Editor with 5+ years of hands-on experience across the full content production lifecycle, from concept and storyboarding through to final edit, colour grade, and delivery. Equally at home crafting motion graphics for blockchain platforms, short-form food content for mass social audiences, or B2B creatives for enterprise brands like Tata Communications. Fluent in Adobe Premiere Pro, After Effects, Photoshop, Illustrator, InDesign, Audition, DaVinci Resolve, Blender, and Canva, with active experience using AI video generation tools to accelerate and elevate creative output.

WORK EXPERIENCE

Graphic Designer & Video Editor

Aspiration Advertising, Bangalore | Jul 2026 – Present

- Create video, motion graphics, and design content for clients including ITC Hotels, Infosys, Narayana Nethralaya, and other hospitality, healthcare, and corporate brands.
- Produce product videos, promotional reels, social media creatives, digital campaigns, menu cards, and print collateral across multiple client accounts.
- Develop hospitality-focused marketing creatives for restaurants, hotels, and Epicurean/F&B campaigns, maintaining consistency with individual brand guidelines.
- Create motion graphics and animated content for social media, advertisements, promotional videos, and branded communication.
- Use AI-assisted production workflows for image and video generation, concept development, visual experimentation, and faster creative execution.
- Handle projects across the creative pipeline, including concept development, visual design, video editing, animation, compositing, and final delivery.
- Work across multiple brands simultaneously while adapting visual styles and content formats to different industries, platforms, and campaign requirements.

Multimedia Producer & Partner

High on Food, Trivandrum, Kerala | Feb 2023 – Present

- Produced 300+ pieces of short-form video content achieving 100K–500K views per piece across social platforms
- Grew the High on Food Instagram page from 17K to 74K followers through consistent, high-quality content strategy
- Scaled a related YouTube channel to 160K+ subscribers through engaging long and short-form video production
- Owned the full production pipeline: ideation, shooting, editing, colour grading, and publishing
- Developed content strategies that consistently improved engagement metrics, reach, and audience retention

Freelance Multimedia & Content Designer

Tata Communications | 2025

- Designed 70+ B2B social media creatives tailored for enterprise audiences across LinkedIn and digital platforms
- Collaborated directly with the marketing team to align creative output with campaign objectives and brand guidelines
- Adapted global enterprise brand assets for regional digital platforms and LinkedIn content formats
- Translated complex business concepts into clear, on-brand visual formats under tight deadlines
- Maintained strict brand consistency across a large volume of deliverables

NIHAL SAJID

WORK EXPERIENCE CONTINUED

Freelance Motion Designer
1Kosmos (Remote) | 2024

- Created 30+ explainer videos demystifying blockchain authentication workflows for technical and non-technical audiences
- Delivered explainer videos used across sales decks, onboarding flows, and product launch materials
- Developed a consistent motion style and visual language for the brand across all explainer content
- Designed motion sequences that simplified complex security concepts into clear, engaging visuals

Graphic Designer
Creative Varchasv (Remote) | Apr 2022 – Dec 2022

- Delivered logos, brochures, and social media creatives across multiple concurrent client accounts
- Managed independent workloads while collaborating closely with remote teams

Multimedia Designer
Trueberry Advertising | Aug 2021 – Jan 2022

- Produced digital and print campaign assets including banners, motion graphics, and animated content
- Assisted in video editing and animation for client advertising campaigns

Freelance Videographer & Video Editor
Ybrands Advertising, Kozhikode | Jun 2018 – Jun 2019

- Shot and edited video content for startup clients across social media and branded content campaigns
- Produced motion graphics and short-form content for Instagram, YouTube, and digital ad placements

CORE SKILLS

Video Production
Short-form video (Reels, Ads) • Editing & Pacing • Colour Grading

Design & Branding
Social Media Creatives • B2B Content Design • Brand Identity & Consistency

Motion Graphics
Explainer Videos • Visual Storytelling • Simplifying Complex Information

Content Strategy
Social Media Growth • Audience Engagement • Trend-Based Content

TOOLS & SOFTWARE

Video, Motion & Audio | Adobe Premiere Pro • After Effects • Audition • DaVinci Resolve • Blender

Design | Adobe Photoshop • Adobe Illustrator • InDesign • Canva

AI Tools | ChatGPT / Codex • Higgsfield • Google Flow • Suno • LumaLabs • ElevenLabs • Claude (Claude.ai)

EDUCATION

M.Sc. 3D Animation & Visual Effects | 2019 – 2021
Vels Institute of Science, Technology and Advanced Studies (VISTAS)

B.A. Media & Communication | 2015 – 2018
Manipal School of Communication

LANGUAGES & INTERESTS

Languages: English (Fluent) • Malayalam (Native) • Hindi (Conversational)

Interests: Fitness • Gaming • Travel • World Affairs