

# VISHNUVARDHAA RAJENDRAN

*Design Manager | Motion Graphics Designer | 3D Artist*

Contact Information:

Phone: +91 7397552060 | Email: vishnuv145@gmail.com

LinkedIn: [linkedin.com/in/vishnuvardhaa-rajendran](https://linkedin.com/in/vishnuvardhaa-rajendran)

Portfolio: [www.vishnuvardhaa.com](http://www.vishnuvardhaa.com)

## **PROFESSIONAL SUMMARY**

Creative and results-oriented Design Manager with 7+ years of experience leading motion graphics, video production, and 3D design projects for top global brands like **Man Matters**, **Little Joys**, **Be Bodywise** and **Root Labs**. Proven expertise in developing high-impact marketing assets, driving user engagement, and optimizing design strategies using AI-powered tools. Skilled in managing cross-functional teams, streamlining workflows, and integrating performance metrics to deliver results across e-commerce, digital marketing, and media platforms.

## **PROFESSIONAL EXPERIENCE**

### **Design Manager**

*Mosaic Wellness – Mumbai/Bengaluru (October 2021 – Present)*

- Led creative teams to produce motion graphics, 3D renders, and digital assets for brands like Man Matters, Root Labs, Be Bodywise, and Little Joys, boosting user engagement by 15% and sales growth by 22%.
- Streamlined workflows, increasing production efficiency by 25% through creative direction, project management, and template development.
- Leveraged AI-powered analytics for content strategy optimization, enhancing ad performance by 30% (approx).
- Directed cross-functional teams to ensure creative alignment with marketing goals, achieving impactful digital campaign results.

### **3D Studio Visualizer**

*Mosaic Wellness – Mumbai (June 2020 – September 2021)*

- Created 3D models and animations for e-commerce campaigns, driving brand visibility and customer engagement.
- Applied data-driven insights to optimize video content, increasing conversion rates by 20%.

## **3D Modeler**

*XR Technica – Melbourne, Australia (May 2018 – May 2020)*

- Developed immersive 3D models for AR/VR simulations, enhancing user experience and technical accuracy in collaboration with business analysts and developers.

## **KEY SKILLS**

- Creative Leadership: Creative Direction, Art Direction, Project Management, Team Leadership
- Motion Graphics & Video Production: Motion Design, 2D/3D Animation, Cinematography, Video Production
- 3D Modeling & Animation: Maya, Blender, Cinema 4D, Substance Painter
- Marketing & Analytics: Google Ads, Facebook Ads, A/B Testing, SEO, Performance Metrics, Campaign Management
- AI & Automation: Generative AI, Firefly, Runway, Topaz Labs, AI-powered Analytics

## **EDUCATION**

Bachelor of Animation

*SAE Institute – Melbourne, Australia (2015 – 2018)*

Bachelor of Automobile Engineering

*Kumaraguru College – Coimbatore, India (2012 – 2015)*

## **ACHIEVEMENTS & PROJECT HIGHLIGHTS**

- Successfully launched creative campaigns for **Man Matters, Little Joys, Be Bodywise, and Root Labs**, driving brand growth and customer engagement.
- Increased customer retention by 22% by optimizing website design and UI/UX visuals.
- Directed high-profile product launches, ensuring visual consistency and achieving improved sales on e-commerce platforms.
- Mentored junior designers, fostering creativity and team growth in design operations.

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## **REFERENCES**

Available upon request.