

# Baljeet G. Gill

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My Portfolio link: <https://portfolio.rdx-graphics.in/> Video Editing link: <https://rb.gy/tdufg>

2D Animation link; <https://rb.gy/jink9>

## Creative Video Editor:

I am a highly professional and passionate Graphic Designer with extensive expertise in video editing and motion graphics. With a robust background in multimedia design across various social media platforms and YouTube, I adeptly manage and coordinate projects from concept to completion. I thrive on collaborating with clients to bring their visions to life, ensuring that all designs meet their expectations while adhering to industry standards and trends.

Leveraging the latest software tools, AI technologies, and market insights, I consistently deliver compelling visual content that engages audiences and elevates brand presence. My commitment to creativity and detail, paired with my ability to meet tight deadlines, makes me a reliable partner for any design initiative.

1. **Footage Selection:** Review raw footage and select the best clips to use in the final video, ensuring that the story or message is conveyed effectively.
2. **Editing Software:** Skilled in using video editing software such as Adobe Premiere Pro, Final Cut Pro, DaVinci or Adobe After effect to resolve to trim, arrange, and manipulate video and audio elements.
3. **Storytelling:** An assemble the selected footage to create a cohesive and engaging narrative, making decisions about pacing, sequencing, and transitions.
4. **Audio Editing:** To work with audio elements, including dialogue, music, and sound effects, to enhance the overall viewing experience and ensure audio synchronization.
5. **Visual Effects:** Add visual effects, text overlays, and motion graphics to enhance the video's quality and convey specific messages.
6. **Collaboration:** Often collaborate with directors, producers, and other team members to ensure that the final product aligns with the project's goals.
7. **Technical Skills:** To handle various video formats, resolutions, and aspect ratios.

## Graphic Designer:

A graphic designer plays a crucial role in shaping the visual identity and communication of a brand. This position involves creating a variety of visual content that conveys messages effectively and resonates with target audiences. The responsibilities of a graphic designer typically include:

1. **Concept Development:** Collaborating with clients or internal teams to understand project objectives, target audiences, and brand guidelines. Brainstorming and developing creative concepts that align with brand strategy.
2. **Visual Design:** Crafting visually compelling designs for various mediums, including websites, social media platforms, print materials (brochures, business cards, posters), advertisements, and more. Utilizing typography, color theory, imagery, and layout principles to enhance design aesthetics.
3. **Brand Development:** Establishing and maintaining a cohesive brand identity through visual elements such as logos, color palettes, and typography styles. Ensuring that all design outputs consistently represent the brand's voice and values.
4. **Content Creation:** Producing engaging graphics, illustrations, infographics, and motion graphics that capture attention and effectively communicate key messages. Tailoring content to suit different platforms and audiences while maximizing engagement.
5. **Collaboration:** Working closely with marketing teams, copywriters, and other stakeholders to ensure designs align with overall marketing campaigns and objectives. Participating in brainstorming sessions and offering insights based on design best practices.
6. **Feedback and Revisions:** Presenting design concepts to clients or team members, incorporating feedback, and making necessary revisions to meet project goals and standards.
7. **Staying Current:** Keeping abreast of industry trends, design techniques, and emerging technologies to continuously improve skills and ensure that designs remain fresh and relevant. Experimenting with new tools and software to enhance design workflows.
8. **Project Management:** Managing multiple design projects simultaneously, meeting deadlines, and ensuring high-quality output. Organizing files and assets for easy access and collaboration.

In summary, a graphic designer combines creativity with strategic thinking to deliver visually appealing and effective designs that support brand recognition, engage audiences, and drive business objectives.

Advertising link: <https://rb.gy/96a6qa>

Social Media link: <https://rb.gy/jwxu6>

Catalogue: <https://rb.gy/9o4qy>

1. Visual Communication: With skills to convey messages, ideas, and information through visual elements such as images, typography, and illustrations.
2. Creative Design: For various projects, including logos, brochures, posters, websites, social media content, advertisements, and more. With strong sense of aesthetics and creativity.
3. Software Proficiency: In using graphic design software such as Adobe Photoshop, Illustrator, InDesign, CorelDraw and other design tools to create and manipulate visual elements.
4. Typography: With good understanding of typography and how different fonts and text styles can impact the overall design.
5. Client Collaboration: Often work closely with clients, marketing teams, or art directors to understand their design needs and deliver work that meets their objectives and brand guidelines.
6. Problem Solving: They solve visual communication problems by designing visually appealing and effective solutions that engage and inform the target audience.

### Work Experience:

**Colinz Laboratories** • Mumbai • January 2011 - Present Creative graphic designers • Spearheaded multiple integrated marketing flyers, leaflets, Visual-Aid design/production, Website designs, and packaging/label designed to drive brand preference. • collaborating with cross-functional teams. • Produced impactful graphics for digital advertisements that significantly increased social engagement. • and foot traffic for the cities of Maharashtra, outperforming competitors, Produced and designed illustrations, creating a vibrant atmosphere and enhancing engagement.

- Maintained a cohesive visual identity for the brand through original design, effectively communicating its message and values. • Developed creative assets that captured target audiences' attention, including logos, packaging, and promotional materials. • Managed and designed experiential design projects for top tech companies. • Collaborated with senior leadership to provide clients with effective design solutions and ensure project success. • Conceptualized and executed brand marketing campaigns, digital renders, social media, and print assets.

- SKILLS Adobe Creative Suite, Brand Identity, Budgeting, Concept Development, Creative Production, Cross-functional Collaboration, Data Analysis, Event Management, Marketing Strategy, Team Leadership

### **Pitambari Products Pvt Ltd:** As Manager: (Animator / Video editor) in Creative Dept.

Mumbai • February 2013-2021- video editor • As video editor specializing in editing video footage to create compelling and cohesive visual narratives. • Video editors play a crucial role in the postproduction process of filmmaking, television broadcast production, • and online video content.

#### **Description of my role:**

- Worked as an 2D Animator, • Video editing for YouTube, • Making ads for TV broadcast as well as for presentation. • Also designed some 3D products etc. • Work including Social Media post/video etc.

### **Blue Square:** (Multi products store) (Art Director)

- Worked for all designing elements • Website, • Sales Promotional materials, • Ads, • Posters, • VMs, • Hoarding etc.

### **Labnics Equipments:** (MNC U.S.A.) (Art Director)

- Worked for all designing elements e.g. Website design, Products Catalogue and Leaflets etc.

### **Gini & Jony:** (Kid's Wear) (Visualizer)

- Worked for all designing elements e.g. Sales Promotional materials, ads, posters, VMs Hoarding, Catalogue etc.

### **Al Abraj Advertising:** (Gulf – Bahrain) (Visualizer)

- Worked for all designing elements e.g. Billboard Animation, Press Ads, Catalogue etc.

### **Jasmine Fashions:** (Ladies & Men's wears) (Art Director)

- Worked for all designing elements e.g. Sales Promotional materials, ads, posters, Leaflets & Catalogue etc.

### **Software (Mac & Pc)**

Adobe: Photoshop, Illustrator, After Effects, Final Cut pro, Premier pro & DaVinci etc.

Also, CorelDraw, Audacity for Audio editing, Blender for making 3D product, MS Office as well.