

Pratishtha Kumari

Visual Designer

London, UK

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Portfolio

https://www.pratishtha.design/

EDUCATION

B.sc(Hons) Animation & Multimedia

BIT Meshra

2013 – 2017

Gained a strong foundation in animation, multimedia production, and design principles.

Bachelors in fine arts

Pracheen Chitrakala Kendra

2007 – 2010

Specialized in visual arts, sketching, and composition fundamentals.

Product Design

Experience Haus, London

Jun 2025 – Present

Building immersive product experiences with focus on UI motion and usability.

SKILLS

Hard Skills

- Graphic Design
- Ui/Ux
- Adobe Creative Cloud
- In-House Experience
- Digital Marketing
- Microsoft Office
- Art Direction
- Print Design
- Photography
- Healthcare
- Typography
- InDesign
- Premiere
- Figma
- Motion Graphics
- After Effect
- Prototyping
- Research
- Product Design
- Production

Soft Skills

- Creativity
- Creative Thinking
- Desire To Lead
- Disciplined
- Leadership
- Confident
- Committed

Licenses & certifications

Creativity as a Catalyst for Change

D&AD

2025

Completed a D&AD Masterclass in collaboration with WeTransfer, exploring how creativity can drive meaningful change. This course deepened my understanding of using creative thinking as a force for innovation, social impact, and storytelling.



UI/UX Motion Designer and Multimedia Producer with 8+ years of experience creating engaging digital experiences through motion, storytelling, and design. Skilled in leading end-to-end creative processes for global campaigns, product demos, and interactive content. Proficient in Figma, Adobe Creative Suite, After Effects, Lottie, and generative AI, with a strong focus on user engagement and brand consistency.

Key Competencies

What I bring:

- UI animations and transitions that elevate UX
- Product videos that simplify feature understanding
- Brand-aligned creative direction across platforms
- Collaborative mindset with cross-functional teams
- Results-driven creativity with a strategic edge

EXPERIENCE

Freelance UI/UX Motion Designer

London

2025 Jan – Present

About: Worked with Odityl to enhance their hotel operations platform using motion design and interactive UI.

Role & Responsibilities:

- Designed animated UI flows, micro-interactions, and onboarding visuals.
- Collaborated with product teams to prototype features using Figma and Lottie.
- Created motion assets for product demos and internal training.

Key Achievements:

- Simplified complex workflows through UX motion.
- Delivered a complete animation suite for launch within tight deadlines.
- Improved user engagement and onboarding clarity.

Multimedia Learning Specialist

Haleon, London

2024 Aug – 2025 Jan

About: Haleon is a global consumer healthcare company.

Role & Responsibilities:

- Led the design and video production process for the internal learning event, Growing at Haleon
- Managed stakeholders across teams to ensure timely and high-quality deliverables
- Developed e-learning templates and brand-aligned guidelines for internal use
- Designed the layout and e-book for the Win as One framework

Key Achievements:

- Gained global recognition for designing the event website and branding
- Produced engaging event videos, boosting internal engagement by 70% and increasing external visibility by 30% on social media

Professional Transition:

The contract concluded in January 2025, and I decided to pursue opportunities more closely aligned with my long-term creative direction.

Learning Design Specialist

DIAGEO, India

2023 Aug – 2024 Feb

About: DIAGEO is a global leader in beverage alcohol, known for iconic brands like Johnnie Walker, Guinness, and Tanqueray.

Role & Responsibilities:

- Led video production for the Learning & Development team
- Designed emailers, e-learning modules, and creative assets for the CFO Excellence program
- Oversaw visual design and branding for the DWBB (DIAGEO Way of Brand Building) initiative
- Coordinated with external vendors and freelancers to deliver multiple high-impact projects

Key Achievements:

- Delivered engaging and on-brand learning materials that supported key leadership and capability-building programs
- Recognized for maintaining high creative standards under tight timelines across global projects

Professional Transition:

The contract concluded in February 2024, as I relocated to London to join my partner following our marriage.

Multimedia Production Specialist

Surfboard Ventures, India

2021 May – 2023 May

About: Surfboard Ventures is a venture capital firm and the parent company of Contentstack, Raw Engineering, and EDDBA.

Role & Responsibilities:

- Led video production and art direction for internal and external events, including Hackathon, Appathon, and Accelerate
- Managed a creative team of photographers and videographers
- Designed campaign assets across digital and print platforms
- Collaborated with the product team at Contentstack to shape the UX for a new platform design—created interactive animations and architectural layouts for integration
- Produced and managed weekly newsletters and maintained social media presence for the company's brands

Key Achievements:

- Grew newsletter subscriptions by 250% through engaging content and consistent branding
- Delivered high-quality creative outputs across multiple departments, contributing to improved brand visibility

Professional Transition:

After two enriching years, I chose to take a personal break to recharge and realign my creative direction.

Video Production Specialist

Quark, India

2020 Aug – 2021 April

About: Quark is a SaaS company offering content automation and digital publishing solutions.

Role & Responsibilities:

- Created launch videos, tutorials, infographics, and marketing content aligned with brand standards
- Directed visual design for product campaigns across digital and motion formats
- Managed content for the company's YouTube channel and ensured brand consistency across all projects
- Handled production budgets and vendor coordination for digital media

Professional Transition:

Left the role due to discomfort with returning to the office during India's second wave of COVID-19.

Video Editor

Biz2Credit, India

2019 April – 2020 July

About: Biz2Credit is a leading fintech company providing funding and SaaS solutions to small businesses, including its B2B lending platform, BIZ2X.

- Shot and produced the “Tech Tuesday” interview series, talking about fintech, featuring the CTO.
- Created platform demos and presentations for our new fintech SAS platform, BIZ2X, for our B2B clients like HSBC and Citibank.
- Managed YouTube content and collaborated with UI/UX teams for platform promotion.
- Supported company rebranding with video storytelling and client presentations.

Transition: Role ended due to the impact of COVID-19.

Motion Graphic Artist

Newsbytes App, India

2017 Nov – 2019 March

About: NewsBytes is a digital media platform delivering concise and factual news across English and Hindi audiences.

- Led video production for YouTube and Facebook channels
- Created trending videos with 20K+ views and launched NewsBytes Hindi
- Handled event videography and streamlined post-production workflows

Transition: Left to pursue new creative opportunities.

Motion Graphic Artist

Printomac solutions, India

2017 Feb – 2017 Oct

Created impactful, client-focused videos and motion graphics using industry-standard software to enhance storytelling and meet specific requirements.

Photographer/Intern

Trendsfrnd, India

2015 May – 2015 Aug

Created impactful, client-focused videos and motion graphics using industry-standard software to enhance storytelling and meet specific requirements.