NANDHU RAMESH

Video Content Specialist & Graphic Designer | Multidisciplinary Creative Professional

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LinkedIn | Behance Portfolio | Extended Portfolio (Drive)

PROFESSIONAL SUMMARY

Video Content Specialist and Graphic Designer with 7+ years of professional experience turning ideas into high-performing video, motion, and brand content for AI, Web3 and crypto, health, education, and media brands. Leads projects end to end, from concept, scripting, and shoot direction to editing, motion graphics, and design, and has managed remote and in-house teams of up to 8. Proven record of measurable growth: 12x view growth across 9 language channels, YouTube monetization within 3 months of relaunch, 82,000+ organic views from one Reels campaign, 3,000+ X followers in 1 month, and 1,000+ Telegram and Discord community members. Uses an AI-first workflow to move faster without losing craft. Adobe Certified and based in Dubai.

AREAS OF EXPERTISE

Graphic Design & Brand Identity • Motion Graphics & Video Editing • Photography & Videography • Creative Direction & Campaign Strategy • Social Media & Short-Form Content • AI-Assisted Creative Production

CREATIVE WORKFLOW

End-to-end ownership of creative projects: concept development and storyboarding, pre-production planning, on-location shoots (camera, lighting, audio), post-production editing and color grading, graphic and motion asset design, and final delivery across digital, print, and social formats.

AI WORKFLOW

Integrates AI tools into day-to-day creative work for ideation, scripting support, visual exploration, editing acceleration, and content optimization, while keeping final creative decisions hands-on. Tools used regularly: ChatGPT, Claude, Gemini, NotebookLM, Perplexity, Runway, Kling, Midjourney, Adobe Firefly, Stable Diffusion, ElevenLabs, and Cursor AI.

ACHIEVEMENTS

- Helped grow X to 3,000+ followers in 1 month and Telegram and Discord communities to 1,000+ members.
- Took a YouTube channel to monetization within 3 months of relaunch through full-cycle video production.
- Grew cumulative views 12x across 8 vernacular-language channels plus English.
- Generated 82,000+ organic views from a single 20-Reel Instagram campaign.
- Scaled weekly video output from 40 to 80 videos in 2 months, supporting a 3x increase in customer retention.
- Drove a 6x increase in client retention and cut turnaround time by up to 40% through streamlined workflows.

SOFTWARE

Adobe Premiere Pro, After Effects, Photoshop, Illustrator, Lightroom, InDesign, Figma, DaVinci Resolve, Final Cut Pro, CapCut, Adobe Audition, Microsoft Office, Notion

PROFESSIONAL EXPERIENCE

Video Content Specialist & Graphic Designer **Aug '26 – Present**

Soudian.ai

- Lead end-to-end video production for brand, product, and social channels, from concept and scripting to final delivery.
- Direct video and photo shoots, guiding talent, camera, lighting, and audio for consistent, on-brand storytelling.
- Design and animate motion graphics, explainers, and kinetic typography that simplify AI products for wider audiences.
- Cover corporate events, product launches, and activations with photo coverage, highlight reels, and recap videos.
- Produce public interviews, vox pops, and talking-head content, handling setup, audio capture, and post-production.
- Create Instagram Reels and short-form content, including meme-based and trend-led reels, to grow reach and engagement.
- Supported growth to 3,000+ X followers in 1 month and 1,000+ Telegram and Discord members with video and design.
- Support the design team on social media creatives and build pitch decks, product presentations, and sales collateral.

Senior Graphic Designer and Video Editor **Nov '22 – Mar '26**
Happiest Health Systems Pvt. Ltd. Bengaluru, India

- Owned the brand's visual identity across all touchpoints, designing digital and print marketing materials, social graphics, web assets, email campaigns, and promotional collateral, grounded in campaign and marketing objectives.
- Directed full-cycle video production, from concept and shoot to edit and publish, helping take the YouTube channel to monetization within 3 months of relaunch.
- Produced multilingual content across 8 vernacular-language channels plus English, driving 12x growth in cumulative views.
- Edited and published a 20-Reel Instagram campaign that gained over 82,000 organic views.
- Created infographics, icons, diagrams, and timelines translating complex health information into clear, engaging visuals for a general audience.

Visual Designer and Video Editor **Oct '21 – Jul '22**
Schoolio Learning Inc. Toronto, Canada (Remote)

- Led a fully remote team of 8, distributed across the globe, coordinating creative output and maintaining consistent quality across time zones.
- Scaled weekly video content production from 40 to 80 videos within 2 months, supporting a 3x increase in customer retention and engagement.
- Designed animated and motion-graphic learning content, improving visual clarity of educational material for a homeschooling audience.
- Edited and sequenced video from raw source material for smooth transitions, while advising supervisors across pre- and post-production stages.
- Collaborated closely with the Schoolio content team to align motion graphics and video output with the platform's broader homeschooling curriculum goals.

Content & Graphic Designer **Sep '19 – Sep '21**
NewAge Media and News Kochi, India

- Led a team of 4 associates, coordinating output and maintaining quality across client projects.
- Drove a 6x increase in client retention and new customer onboarding, while cutting turnaround time by up to 40% through streamlined production workflows.
- Operated commercial-grade cameras, lighting, sound, and aerial equipment for shoots, while supervising project schedules and quality control across client briefs.
- Produced content and graphic design for external clients in the health and wellness sector, working closely with the marketing team to meet campaign objectives.
- Supported digital and social media marketing efforts, including promotional campaigns and analytics-informed social media management for client brands.

Corporate Account Manager **Oct '18 – Aug '19**
Oravel Stays Pvt. Ltd. (OYO) Kochi, India

- Managed and grew corporate and individual accounts through offline sales and direct client outreach, building client-facing and relationship-management skills.
- Closed new corporate accounts and expanded existing relationships, contributing directly to portfolio growth and sustained account retention.

EDUCATION

Jul '14 – Aug '18
B.Tech in Computer Science and Engineering, Vijnan Institute of Science and Technology, Ernakulam, India

2012 – 2014
Higher Secondary Education (Class XII), NSS HSS Kidangoor, Kottayam, Kerala

PROFESSIONAL CERTIFICATION

Adobe Graphic Designer: Design that Demands Attention, Professional Certificate
Issued by Adobe via Coursera. Covers Design Fundamentals with AI, Generative AI Content Creation, Image Editing, Graphic Design, and Document Design.

LANGUAGES

English (Bilingual) • Malayalam (Native) • Hindi (Professional, Advanced) • Tamil (Intermediate)