

BENJAMIN PRABU JB

AI CREATIVE LEAD | DESIGN LEAD, AI-AUGMENTED CREATIVE PRODUCTION

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PROFESSIONAL SUMMARY

Design leader with 14+ years of experience across motion graphics, brand identity, and AI-augmented creative production. Most recently led a 3-person marketing design team at a fast-growing B2B SaaS company, owning brand creative end to end, from initial concept through final execution, across web, video, and campaign collateral. Built and directed an AI-powered brand asset system that let a small team produce agency-level output at speed, and directed junior designers through hands-on creative guidance on live event and campaign work.

Comfortable moving between concept development, narrative and script refinement, and production oversight across multiple concurrent workstreams, with a working command of generative AI tools for ideation, asset generation, and production acceleration.

CORE SKILLS

Creative Direction & Brand Ownership: Creative Direction, Art Direction, Brand Identity & Systems, End-to-End Brand Ownership, Content Strategy, Concept Development, Creative Review & Quality Control

AI-Augmented Creative Production: Generative AI Image & Video (Kling, OpenArt AI, Nano Banana), Concept Development & Ideation (Claude, GPT), AI Prompt Engineering & Structured Workflows, AI-Powered Brand Systems Design

Video Production & Post-Production: End-to-End Video Production, Motion Graphics & Sound Design, Direction & Screenplay, Video Editing, Visual Effects & Compositing

Leadership & Collaboration: Team Management & Mentorship, Client Communication, Cross-Functional Collaboration, Project Management

Tools & Software: Adobe After Effects, Premiere Pro, DaVinci Resolve, Photoshop, Illustrator, Figma, Lottie, Claude, GPT, Gemini, Kling, OpenArt AI

EXPERIENCE

Design Lead, Growfin *Aug 2022 to Jul 2026*

Senior Motion Graphics Designer → Design Lead

- Owned brand creative end to end for Growfin's marketing team, leading concept development, execution, and final review across web, video, and campaign collateral
- Built and trained an AI asset-generation module within Claude, creating the foundation of Growfin's Brand Engine and enabling on-brand assets to be generated in seconds against structured brand guidelines
- Directed junior designers on execution for major industry event activations (SuiteWorld, NACM, IMA, CFOLC), guiding creative output for backdrops, standees, booth videos, and collateral
- Reduced blog cover design turnaround from 5 hours to 15 minutes by designing and training an AI-assisted workflow
- Created a 10-episode branded audio series, owning writing, music direction, voiceover direction, cover art, and sound mix, distributed on Spotify
- Generated Growfin's AI brand mascot using GPT and Nano Banana, and shifted blog cover production from a manual process to a trained AI workflow

- Led full creative execution for Growfin's website relaunch, from section concepts through final execution, in direct collaboration with the development team
- Solo-produced a customer success story video, independently handling onsite shoot, cinematography, editing, and sound mix
- Directed a brand story for an enterprise finance client, blending narrative, animation, and sound design to communicate product value
- Produced 30+ videos, campaigns, landing pages, and event collaterals across SaaS marketing

Motion Graphics Artist, Hogarth *Jan 2021 to Jun 2022*

Individual Contributor

- Individually contributed across the full production pipeline, design, UI, and motion graphics, on product pitches for well-known global brands including
- Developed a promotional video for Coca-Cola entirely from a single static image, taking the concept from initial idea through 3D composites to final production, specifically praised by the client
- Delivered end-to-end execution across multiple concurrent product pitches and explainer videos, handling concept development, storytelling, illustration, and motion graphics

Senior Visualizer, RR Donnelley *Aug 2014 to Jan 2021*

Visual Designer → Visualiser → Senior Visualizer

- Served on the Innovations team, developing concept pitches, ideation, and video collateral for external clients alongside major internal and cross-functional initiatives
- Created a client pitch for Anglian Water, praised specifically for the precision of the illustration and animation used to clearly communicate a complex process
- Advanced from Visual Designer to Senior Visualizer over 6+ years, taking on increasing ownership of end-to-end creative execution, from ideation and graphic design to storytelling-driven video and motion graphics
- Worked across multiple disciplines as designer, illustrator, and motion graphics artist on both client-facing and internal cross-functional deliverables

Visual & Motion Designer, KRDS *Apr 2011 to Jul 2014*

Visual UI Designer → Visual Designer & Motion Graphics Artist

- Independently designed and built a fully realized 3D environment for a branded social gaming experience, owning the world-building, asset creation, and execution solo, recognized internally and by the client for the scale of the work delivered by one person
- Contributed to European brand campaigns that drove impact both digitally on social media and in real-world activations, across major well-known brands and industries
- Created motion graphics, animation, showreels, and case study videos for a wide roster of global brands, including Lufthansa, Air France, Citroën, Renault, Dior, Cavalli, Maybelline, Maggi, Danone, Ubisoft, and Disney
- Designed on-brand UI visuals and mobile app game interfaces across multiple client projects
- Began as a Visual UI Designer and grew into a Motion Graphics Artist role, evolving from small animations into full-scale brand showreels and case study production

EDUCATION

UX Design | UX Mint, Chennai, India | 2019

Diploma in Multimedia | IMAGE Multimedia, Chennai, India | 2009 to 2011

B.Sc. Visual Communication | St. Joseph's Arts & Science College, Chennai, India | 2008 to 2011