



EMAIL ID

rjbenzy.chennai@gmail.com

MY CONTACT DETAILS

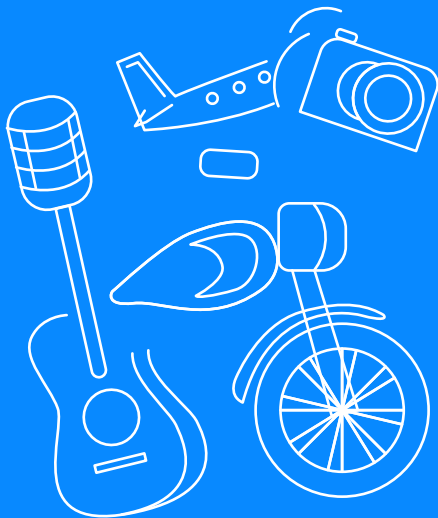
801 591 5905

I AM FROM
CHENNAI, TN

MY PORTFOLIO

[MY CREATIONS](#)

WWW.BETHEBENJI.COM



HI, I AM BENJI

DESIGN LEAD & AI-AUGMENTED DESIGN LEADER

14+ years split between agency and SaaS has given me a rare combination: agency-trained speed and craft, plus the systems-thinking that comes from owning a brand end to end in-house. I've led a design team inside a fast-growing SaaS company, and everything I build now, whether it's a single video or an entire AI-powered workflow, carries both instincts, move fast, but build it to last.

SKILLS

Creative Direction & Strategy

Creative Direction
Art Direction
Branding Identity
Content Strategy

Video Production & Post-Production

End-to-End
Video Production
Motion Graphics
& Sound Design
Direction & Screenplay
Video Editing

Visual Arts & Design

Graphic & Visual Design
Concept & Storyboard
UX/UI Design
Landing Page &
Web Layout Design
Event & Campaign
Print Collateral

Leadership & Collaboration

Team Management
Client Communication
Project Management
Collaboration & Mentorship

AI-Augmented Creative Production

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

EDUCATION

- **UX Design**

UX Mint, Chennai, INDIA | 2019

- **Diploma in Multimedia**

IMAGE Multimedia, Chennai, TN, INDIA
2009 - 2011

- **B.Sc Visual Communication**

St. Josephs Arts & Science College, Chennai, TN, INDIA
2008 - 2011

MY WORK EXPERIENCE

● **Design Lead** @ Growfin, Aug 2022 – Jul 2026

Senior Motion Graphics Designer → Design Lead

- Built and trained an AI asset-generation module within Claude, enabling on-brand design assets to be generated in seconds against precise brand guidelines the foundation of Growfin's "Brand Engine"
- Created "Heroes of AR," a 10-episode branded audio series writing, music, voiceover direction, cover art, editing, and sound mix distributed on Spotify
- Generated Growfin's AI brand mascot (multiple poses) using GPT and Nano Banana, and shifted blog cover image production from manual design 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 dev team
- Owned event creative end-to-end backdrops, standees, booth videos, and collateral for major industry events (SuiteWorld, NACM, IMA, CFOLC), while directing junior designers on execution
- Solo-produced the Hubilo customer success story onsite shoot, cinematography, editing, and sound mix, handled entirely independently
- Directed the Alex Miller brand story, blending narrative, animation, and sound design to communicate product value to enterprise finance audiences

● **Motion Graphics Artist** @ Hogarth, Jan 2021 – Jun 2022

Individual Contributor

- Individually contributed across the full production pipeline, design, UI, and motion graphics, on product pitches for well-known global brands
- 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 – Jan 2021

Visual Designer → Visualiser → Senior Visualizer

- Served on the Innovations team, developing concept pitches, ideation, and video collateral for external clients as well as 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, contributing to both client-facing and internal cross-functional deliverables

● **Visual & Motion Designer** @ KRDS, Apr 2011 – 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