

# Christopher.P. Michael

Multimedia Designer | m.christopherpraveen@gmail.com | +44 - 7768305163 | London , United Kingdom  
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## SUMMARY

Creative Multimedia Designer with over 10 years of experience in digital design, motion graphics, and brand strategy. Expert in Adobe Creative Cloud (After Effects, Premiere Pro, Photoshop) and Figma, with a strong focus on creating engaging visual content for social media and marketing campaigns. Proven track record in delivering high-impact motion design and video editing solutions that drive user engagement and brand awareness across digital platforms.

## EDUCATION

### **Brunel University of London**

Sep 2023 - Sep 2024

#### ***Digital Design (Motion Graphics) Master of Science - MS***

Relevant coursework: Digital Design, Digital Media Technologies, Motion Graphics & 3D Animation

GPA: Merit

- Dissertation in The Integration of Real-Time Rendering Technologies
- Advanced coursework in Digital Design, Digital Media Technologies, and Motion Graphics & 3D Animation

### **ICAT College of Design & Media**

2014 - 2015

#### ***Digital Communication and Media/Multimedia - PG Dip***

Relevant coursework: Digital Imaging & Graphic Design, 3D Animation & Motion Graphics, Audio/Video Editing & Production, UI/UX & Interactive Media Design

GPA: Merit

- Developed a portfolio of multimedia work aligned with industry standards, including motion graphics, visual effects, and animated content for digital platforms.
- Specialized in Audio/Video Editing & Production and UI/UX & Interactive Media Design.

### **Anna University**

Jun 2005 - May 2009

#### ***Computer Science Bachelor of Engineering - BE***

Relevant coursework: Computer Networks, Database Management Systems, Information Security, Graphics & Multimedia

GPA: Merit

- Dissertation in Wireless Biometric Lock Systems
- Core focus on Graphics & Multimedia and Database Management Systems

## WORK EXPERIENCE

### **Multimedia Designer**

Dec 2023 - Present

*Freelance | London Area, United Kingdom*

#### ***Key achievements:***

- Designed and delivered responsive UI components, motion graphics, and digital assets using Figma, After Effects, and Adobe Creative Cloud, ensuring strict adherence to brand guidelines.
- Built interactive prototypes and scalable design systems in Adobe XD and Figma, improving handoff quality and digital interaction standards.
- Collaborated with marketing teams to produce high-impact video content and motion design for social media, achieving high user engagement and positive client feedback.
- Produced campaign-ready visuals and multimedia assets for fintech and e-commerce startups, simplifying complex workflows through intuitive visual storytelling.
- Managed multiple concurrent projects in an agile environment, coordinating with stakeholders to deliver creative solutions for digital platforms

### **Administrative Manager/Supervisor**

Nov 2023 - Present

**Key achievements:**

- Oversaw in-store brand execution and visual merchandising, ensuring alignment between digital brand direction and physical customer touchpoints.
- Collaborated with regional teams to implement seasonal marketing campaigns and promotional initiatives, maintaining consistency with central brand guidelines.
- Applied visual communication and layout principles to improve signage clarity and customer engagement, contributing to a 15% increase in sales.
- Produced spatial and merchandising mockups using 2D/3D layout tools to prototype store executions and inform campaign rollouts.
- Led cross-functional teams to maintain high visual standards and drive commercial outcomes in a fast-paced retail environment.

**Graphic Designer**

Jan 2013 - Jun 2023

stevepartners | Coimbatore, Tamil Nadu, India

**Key achievements:**

- Delivered end-to-end digital design solutions and branding for 20+ clients, increasing brand recognition by 30% through interactive design practices.
- Created social media and campaign-ready assets including motion graphics and email campaigns, achieving a 50% increase in engagement and a 25% improvement in open rates.
- Designed and optimized logos, typography, and visual identity systems for 30+ brands, strengthening market visibility by 40% through an accessible design approach.
- Built and maintained digital style guides and design systems, ensuring consistency across web, social, and offline channels.
- Introduced performance-led creative strategies by monitoring engagement analytics and refining campaign visuals to boost retention by 20%.

**Junior Graphic Designer**

Jan 2010 - Dec 2013

Pink Lemonade Communications | Bengaluru, Karnataka, India

**Key achievements:**

- Designed web banners, social media assets, and presentation slides using Adobe Creative Suite, enhancing client digital visibility.
- Applied typography and layout principles across print and digital channels to maintain brand consistency and ensure an intuitive user experience.
- Refined and optimized design templates for marketing teams, improving usability and alignment with interactive design methodologies.
- Created compelling presentation slides that effectively communicated key messages for client meetings and conferences.

**CERTIFICATES**

**Social Media Marketing Trends**

Apr 2026

LinkedIn

**Using Generative AI Ethically at Work**

Apr 2026

LinkedIn

Earned around 44 Licenses & Certifications from LinkedIn Learning on various subjects like Screenwriting, Storyboarding, Premiere Pro, After Effects, Cinema 4D, Touch Designer

**SKILLS**

**Technical Skills**

Adobe Photoshop, Figma, Microsoft Office, Responsive Web & UI Design, Design Systems, Typography, SketchUp, Accessibility & GDS web standards, Adobe Illustrator, Adobe InDesign, Adobe Premiere Pro, Adobe After Effects, Adobe XD, Motion Graphics, Video Editing, Digital Design

## **LANGUAGES**

English (Full professional proficiency), Tamil (Full professional proficiency)