

# Ganesh Neelakandan

## Senior Visual Designer

Chennai, India • Open to Remote

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Senior Visual Designer with a strong foundation in visual design, motion, and product experience. Self-taught designer with proven ability to craft high-impact brand systems, engaging product visuals, and motion-driven experiences that improve user engagement and storytelling. Experienced in working across product, marketing, and brand, with a focus on delivering clean, scalable, and pixel-perfect design systems.

### Experience

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#### Senior Designer

**Kula** (2023 – Present)

Led visual and motion design for product and marketing initiatives. Designed high-quality brand assets, product visuals, and animations to improve engagement.

Collaborated with product, marketing, and engineering teams to deliver cohesive experiences

#### Senior Visual Designer

**Birdeye** (2022 – 2023)

Working on creating UI web page components in Figma, creating designs for marketing requirements & responsible for maintaining the Figma workplace.

#### Visual Designer

**QuestBook** (2021 – 2022)

Worked on design System, wireframes, mockups, User Experience & User interface design for product, 3D designs & Designs for marketing activities.

#### Animator & Designer

**Zoho** (2014 – 2020)

Collaborated with marketers to create 50+ Infographics, Banners and Illustrations. Worked on over ten animated promotional videos & Explaining Videos. Solve Visual & UI design problems in product design.

### Core Skills

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Visual Design • UI Design • Motion Design • Product Design • Branding • Creative Direction • Figma • After Effects • Prototyping

### Work Style

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High ownership • Fast execution • Detail-oriented • Startup mindset • Collaborative

### Contact

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Email: ganeshcgartist@gmail.com

Mobile: +91 9003259872

Website: gagsarts.com

### Social

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LinkedIn

Dribbble

Behance

Vimeo

Instagram

Medium