Vignesh Soundarrajan

Motion Designer · Creative Technologist

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SUMMARY

Motion designer with 5+ years in After Effects, across brand campaigns, product launches and large-scale learning content. Also builds the tools around the work: After Effects extensions, scripts and web apps that take the repetitive parts out of production.
Currently in Zoho's in-house creative agency.

EXPERIENCE

Motion Graphics Designer

Zoho · Feb 2024 – Present | Chennai

- Create motion for product launches, brand campaigns and events across Zoho's products
- Worked on global brand campaigns that reached 100M+ impressions
- Helped build the motion and visual system for Zoholics, carried across screens and physical pieces
- Test new formats, tools and workflows before they become full campaigns
- Built internal tools for the team: an After Effects extension that automates asset organization, layer management and timing, and a Figma plugin for finding the right Zoho logo
- Work with designers, marketers, developers and product teams from early idea to final cut

Motion Graphics Designer

L&T Edutech · Feb 2021 – Feb 2024 | Chennai

Internal titles: Media Editor, Media Development Associate

- Produced 150+ hours of motion graphics across courses and learning modules
- Built reusable After Effects templates and modular systems to keep that volume fast and consistent
- Turned complex technical topics into clear visuals with instructional designers and subject experts
- Ran several projects at once and handled QA for visual accuracy across platforms

PROJECTS

Murre

murre.vigs.dev

A Mac app that keeps an After Effects project's versions, footage, fonts and notes together, so old projects reopen without guesswork. Designed and built with Tauri, React and an After Effects panel.

Orbit

labs.vigs.dev/orbit

A spatial audio plugin for Premiere Pro. Drag a dot to place a clip's sound around the listener, then animate it with keyframes or by recording the movement live. Built as a VST3/AU audio effect with a Premiere panel, for Mac and Windows.

Lab

labs.vigs.dev

Small tools for motion designers: **Chroma** (color transitions for After Effects), **Renderly** (background renders from Raycast), **Provenance** (Content Credentials checker) and **Rewind** (opens Premiere projects in older versions).

SKILLS

Motion: After Effects, Premiere Pro, Blender, Rive **Design:** Figma, Photoshop, Illustrator, Framer

Code: After Effects scripting and expressions (JavaScript), extensions, HTML/CSS, React

Production: Motion systems, templates, localization, workflow automation

EDUCATION

Bachelor of Computer Applications (BCA)

University of Madras · Part-time · Chennai

Diploma in Graphic Design & VFX

Image Creative Education · Full-time · Pondicherry