FEBIN BIJU

VISUAL GRAPHIC DESIGNER

Portfolio: febinbiju.com | +91 62825 58738 | febinbiju0214@gmail.com| Kochi, India
LinkedIn: @febinbiju

PROFESSIONAL OBJECTIVE

Visual and graphic designer with 4+ years of experience in graphic design, motion graphics, video editing and 3D animation. Creates brand assets, social media content and LED wall visuals for live concerts. Experienced in creative team leadership, client collaboration and AI-assisted design workflows, with proficiency in Adobe Creative Cloud, Blender and Cinema 4D.

TECHNICAL SKILLS

- **Design:** Graphic design, brand identity, typography, layout design, social media creatives, visual storytelling, creative direction
- **Motion and 3D:** Motion graphics, video editing, 3D modeling, texturing, animation, lighting, rendering, visual effects (VFX), compositing, LED wall visuals
- **Software:** Adobe Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Blender, Cinema 4D, DaVinci Resolve, ZBrush, Figma
- **AI tools:** Midjourney, Runway, ChatGPT, Kling AI

PROFESSIONAL EXPERIENCE & PROJECTS

Executive - Digital Department

RED FM 93.5 (Kal Radio Limited) | Kochi, India | Dec 2025 - Present

- Design eye-catching promotional posters and digital graphics for RED FM, using strong typography, layout, and visual storytelling to bring campaigns and brand messages to life.
- Create engaging motion graphics and short-form videos for digital platforms, turning creative concepts into clear, dynamic animations.
- Develop branded visuals for campaigns, events, social media, and other promotional communications.
- Collaborate with marketing and content teams to understand campaign goals and deliver creative assets suited to each audience and platform.
- Maintain a consistent RED FM look and feel across all designs while adapting visuals to different formats and communication needs.

Freelance Visual Designer

Green Shorts LLP | Kochi, India | Oct 2025 - Present

- *Design creative promotional posters and digital marketing assets for films, brands, businesses, and events.*
- *Develop visually engaging movie promotional creatives, campaign posters, and social media designs.*
- *Create brand identities, visual concepts, layouts, and marketing collaterals aligned with project objectives.*
- *Translate creative briefs and marketing strategies into impactful visual communication.*
- *Work on typography, image composition, colour theory, and visual storytelling to deliver high-quality designs.*
- *Collaborate with marketing, PR, and content teams to execute creative campaigns across digital platforms.*
- *Adapt designs to multiple formats and platform requirements while maintaining visual consistency.*
- *Handle end-to-end design execution, from concept development to final artwork delivery.*

Visual Designer

Visual Vibes | Kochi, India | Nov 2024 - Dec 2025

- *Created LED wall visuals, stage loops, intro sequences and transitions for concerts and music festivals, synchronized with music and stage lighting.*
- *Delivered motion visuals for Masala Coffee, Thaikkudam Bridge, Thekkinkadu and many famous music bands using Blender, Cinema 4D, After Effects and AI-assisted tools.*
- *Designed promotional posters and edited YouTube videos and reels; collaborated with VJs and production teams to optimize content for large LED displays.*

Creative Head

Biscon Solutions | Kochi, India | Aug 2023 - Nov 2024

- *Led creative teams in producing digital and print campaigns, managing project timelines, budgets and alignment with client briefs.*
- *Developed brand concepts, presented designs to clients and incorporated feedback; mentored designers and coordinated with cross-functional teams.*

Assistant Manager - Media

Life Planner Universal Group of Companies | Kochi, India | Jul 2022 - Aug 2023

- *Planned and executed media strategies across digital, print and broadcast platforms in collaboration with creative and marketing teams.*
- *Analyzed campaign performance, monitored media budgets and coordinated team priorities and media partner relationships.*

EDUCATION

B.Sc. Animation and Visual Effects

Bharathiyar University, Coimbatore | Nov 2019 - Jun 2022

- Graphic Design: Visual communication, typography, color theory, composition, and digital design.
- 2D & 3D Animation: Character animation, keyframe animation, modeling, rigging, and rendering.
- Visual Effects (VFX): Compositing, motion tracking, rotoscoping, green screen techniques, and CGI integration.
- Motion Graphics: Creating animated graphics, title sequences, and visual content for digital media.
- Video Editing & Post-Production: Video editing, color correction, transitions, and audiovisual storytelling.
- 3D Design & Visualization: Texturing, lighting, shading, environment creation, and realistic rendering.
- Digital Media Production: Creative storytelling, storyboarding, concept development, and multimedia production.
- Industry Software: Practical exposure to tools such as Adobe Photoshop, Illustrator, After Effects, Premiere Pro, and 3D software.

CERTIFICATIONS & ADDITIONAL INFORMATION

- Google Analytics Academy & Google Ads: Google Analytics for Beginners, Advanced Google Analytics, Analytics for Power Users, Google Analytics 360, Google Tag Manager Fundamentals, Introduction to Data Studio, and AI-Powered Shopping Ads Certification.
- Canva: Scale Creative Campaigns, Graphic Design Essentials
- Simplilearn: Introduction to Figma, Introduction to Graphic Design; Basics of UI/UX, Introduction to Animation Fundamentals Course
- Hubspot Academy: Content Marketing
- Languages: Malayalam (Native), English (Fluent), French (Conversational),