

KAPILDEV MAROLI

Senior Motion Graphic Designer | Post-Production Specialist | AI-Assisted Creative Content

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PROFESSIONAL SUMMARY

Senior Motion Graphic Designer and Post-Production Specialist with 17+ years of experience across television, advertising, corporate video, VFX, 3D animation, and digital content production. Currently with The Channel MENA since January 2022, supporting broadcast and media content through motion graphics, editing, and post-production. Strong background in translating briefs into campaign concepts, storyboards, animated graphics, video edits, and brand-consistent static/digital assets. Combines hands-on production experience, VFX/3D technical knowledge, and AI-assisted creative workflows for faster ideation, visual exploration, storyboarding, prompt-based image/video generation, and social-ready content adaptation.

CORE STRENGTHS

- Motion graphics and animated content for broadcast, advertising, corporate, social media, and campaign use
- Video editing, post-production, title design, typography, pacing, compositing, and visual finishing
- Campaign concept development, research, storyboarding, moodboards, previsualization, and visual direction support
- Static and digital creative adaptation for marketing, PR, brand communication, events, and multiple screen formats
- Shoot support, VFX consultation, videography, camera/lighting awareness, and production-to-post planning
- Deadline-focused delivery, troubleshooting, feedback handling, and cross-functional collaboration

AI-ASSISTED CREATIVE SKILLS

- AI-assisted creative ideation, moodboard generation, visual research, storyboard development, and campaign exploration
- Prompt writing for image generation, video generation, image-to-video, product/background visualization, and creative reference frames
- Adobe Firefly / generative AI workflows, Photoshop Generative Fill-style image cleanup, background extension, and compositing support
- AI video creation workflows using tools such as Runway, Kling, Google Veo/Seedance, and similar text-to-video or image-to-video systems
- AI-assisted social media content adaptation, aspect-ratio resizing concepts, visual variation generation, and pre-production look testing
- ChatGPT-assisted script refinement, campaign messaging support, shot planning, creative prompt development, and production checklists
- Human-reviewed AI workflow: use AI for speed and exploration while maintaining brand control, originality, quality control, and final manual finishing

SOFTWARE & TECHNICAL SKILLS

- Adobe After Effects, Adobe Premiere Pro, Adobe Photoshop, Adobe Illustrator
- Motion graphics, 2D animation, 3D animation, video editing, visual effects, compositing, rotoscoping, tracking
- Storyboarding, script support, visual research, direction support, videography, photography, camera, lighting, audio awareness
- Look development, 3D environments, lighting, rendering, title design, lower thirds, transitions, visual packages
- Content formats: broadcast graphics, advertising videos, corporate videos, event videos, social media assets, digital display content

PROFESSIONAL EXPERIENCE

Senior Motion Graphic Designer / Post-Production Specialist

The Channel MENA | Kuwait | Jan 2022 - Present

- Create motion graphics and post-production deliverables for broadcast, media, promotional, and digital content requirements.
- Design animated titles, lower thirds, transitions, video packages, and visual treatments that support storytelling and brand consistency.
- Edit and finish video content with attention to pacing, typography, compositing, sound cues, legibility, and delivery quality.
- Adapt creative assets for different screen (DOOH), social, and digital formats while maintaining composition, hierarchy, and visual clarity.
- Use AI-assisted creative workflows for concept boards, reference frames, moodboards, storyboard support, and prompt-based visual exploration before final manual design and post-production finishing.
- Collaborate with producers, creative teams, and stakeholders under tight turnaround timelines while remaining open to critique and revision.

Motion Graphic Designer

Phoenix Media Production | Kuwait | 2014 - Dec 2021

- Produced creative video content for advertisements and corporate communications across research, storyboarding, production support, editing, motion graphics, and final delivery.
- Supported pre-production planning and VFX consultation during shoots; at times handled shoot responsibilities to ensure post-production requirements were captured correctly.
- Created motion graphics, video edits, and 2D/3D animation assets for advertising and corporate video projects.
- Built visual communication using typography, pacing, composition, brand alignment, and clean post-production finishing.
- Troubleshot production and post-production challenges by combining editorial, design, camera, lighting, animation, and VFX thinking.

Freelance Videographer / Video Editor / Motion Graphics Designer

Freelance | 2012 - 2013

- Delivered videography, video editing, and motion graphics for advertisements and event-based content.
- Managed client briefs, shot coverage, edits, motion elements, revisions, and final delivery for small-scale projects.

3D Generalist

Froggy Animation | 2008 - 2010

- Handled 3D environments, lighting, rendering, and look development for production shots.
- Contributed to Oomsaf-2 and Oomsaf-3 through environment and rendering support.

VFX Artist

Artery Animation and FX | 2006 - 2008

- Performed stereoscopic 3D tracking, rotoscoping, VFX, and animation for film and television projects.
- Worked on projects including Resident Evil, The Game Plan, and Aladdin TV series for Z-TV India.
- Acted as a troubleshooting resource across tracking, roto, compositing, VFX, and animation tasks.

SELECTED CONTENT EXPERIENCE

- Advertising videos, corporate videos, broadcast graphics, social media video assets, event videos, static/digital campaign visuals, 2D/3D animation, VFX compositing, shoot support, and storyboarding.

EDUCATION

Bachelor of Business Administration (BBA) | Sikkim Manipal University | 2013 - 2017

- Management, leadership, business communication, decision making, problem solving, and adaptability in business environments.

Diploma in Film & TV | Film and Television Institute New Zealand | 2011 - 2012

- Hands-on film and television production training covering scriptwriting, research, direction, camera, lighting, audio, and post-production editing.
- 3D Graphic Design | Arena Multimedia | 2005

LANGUAGES

English, Malayalam, Hindi, Tamil