

H A R S H I T A pastapur

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I am a **MOTION GRAPHIC DESIGNER** who thrives at the intersection of artistry and purpose, crafting experiences that evoke emotion and elegance. I bridge creativity with real-world problem-solving by understanding people, their needs, and the systems around them. With a passion for learning and innovation, I strive to push the boundaries of design to create intuitive and impactful solutions.

EDUCATION

B.F.A Animation | Advertising Art Direction Minor

Savannah College of Art and Design | SEP 2018 - JUN 2022

EXPERIENCE

Design Specialist

Gabriel & Co., New York, NY | DEC 2023 - MAY 2025

Optimized human-centric email campaigns with customization, motion design, & strategic layouts, driving a 25% sales increase in H2 2024 & doubling January 2025 sales. Contributed to content creation & video editing while ensuring brand consistency.

Graphic Designer - Luxury Marketing

Innovations In Wallcoverings, New York, NY | AUG 2022 - JUL 2023

Redesigned web pages, digital assets, and social media content using graphics & motion design, contributing to a 5% increase in average time spent on the website. Produced physical marketing collateral and assisted with photoshoots & image retouching.

English Language Peer Tutor

Savannah College of Art and Design, Savannah, GA | JAN 2021 - JUN 2022

Provided guidance to master's & bachelor's students in speaking, listening, writing, & reading. Focused on improving students' language skills via tailored support & feedback.

Freelance Content Creator for Digital Media

lampupilar | SEP 2020

Created social media posts about art disciplines with visuals and body copy. Learned social media strategies under supervisors' guidance.

PROJECTS & COLLABORATIONS

Swarovski Design Collaboration Program

Savannah College of Art and Design, Savannah, GA | JAN 2022

Handpicked for a competitive industry collaboration, partnering with Swarovski experts and peers to tackle real-world design challenges.

SKILLS

- 3D Modeling & Lighting
- Motion Graphic Design
- UI Design
- Art Direction
- Image Retouching
- Email Design
- AD Campaign
- Studio Photography
- Luxury Design
- Brand Identity Design
- Animation
- Marketing Collateral

EXPERTISE

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Lightroom
- Adobe After Effects
- Adobe Premiere Pro
- Adobe Audition
- Adobe XD
- Figma
- Autodesk Maya
- Autodesk Arnold
- Substance Painter