

# NIVETHA KANNAN

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[NIVETHAKANNAN.COM](http://NIVETHAKANNAN.COM)

Hello! I'm a highly self-motivated and collaborative visual storyteller who's interested in challenging my motion design skills and growing as a leader and collaborator. I'm a powerhouse as an individual player but truly love learning to collaborate, lead, and grow with new teams of similarly ambitious people.

## Technical Skills:

Expert in Photoshop, Illustrator, After Effects, Figma, and Premiere • Expert at presentation design using Keynote, Powerpoint, or Google slides • Working knowledge of HTML, Javascript, CSS, and Python • Basics of 3D software like Blender and C4D

## Soft Skills:

Art Direction • Creative Leadership • Innovative Thinking • Typography • Graphic Design • Motion Design • Coding • Communication • Collaboration • Conflict Mediation • Mentorship • Problem Solving • Active Listening • Time Management



## EXPERIENCE

### Battenhall • Art Director, Los Angeles, CA

*Jan 2022 – present*

I work with a variety of brands from GE Healthcare to Google in order to design and animate for social marketing campaigns. Internally, I lead and manage teams and projects and introduce initiatives in order to maximize company output and culture. I oversee creative and branding ensuring our marketing's story is consistent throughout and delivers on our client's message.

### Watson DG • Sr. Digital Designer, Los Angeles, CA

*Sept 2021 – Jan 2022*

I handled production of motion and static assets for clients such as Disney+, IMDb, and Starz. I was able to carry a concept from planning all the way to completion. I designed, animated, and sound edited TikTok videos, Instagram posts, Twitter auto reply videos, giphy stickers, and much, much more.

### This is Tommy LLC • Digital Designer, Los Angeles, CA

*Apr 2018 – Sept 2021*

I worked with brands like Hulu, Netflix, and Amazon to create motion and static pieces to promote the shows while training other designers. I also applied my development experience to design and develop multiple websites, AR Filters, and banner campaigns to advertise our clients' shows.

### Freelance Motion Designer • Self employed

*Sept 2016 – Apr 2018*

I conducted my own business taking on design and animation work. I handled all of my daily tasks- pursuing new clients; maintaining my current client relationships; and updating the account and expenses for each client- all while completing my work under, often, very tight deadlines. I illustrated cartoons for Cartoon Network; animated action figures for Netflix; created info videos for Wordpress; and much more.

### Cartoon Network • Design intern, Atlanta, GA

*Jan 2016 – Aug 2016*

As part of the on-air marketing team at Cartoon Network, I designed posters, labels, magazine pages, and motion graphics to be viewed by audiences nationwide. I worked mainly on the launch of the 2016 'Powerpuff Girls'. I was regarded well enough to have my internship extended- so I got to learn and grow with the creatives at Cartoon Network for almost a year!

## PROJECT SPOTLIGHTS

### Invincible Launch Campaign • Amazon Prime Video

*2021- 2024*

I created a series of social posts and posters for the show's twitter page that were so lauded by fans that the social creative was turned into official merchandise. My work was straightforward and powerful so Amazon followed me to my new job in order to have me continue working on the next few seasons of the show.

### Disney+ Rebrand Launch • Disney

*2021*

I helped launch Disney+'s rebrand in 2021 by animating giphy stickers and creating animated social promotion videos. Our team's work on this rebrand earned us a Promax silver award in 2022.

## EDUCATION

### Carnegie Mellon University • 2016

Bachelors in Fine Art, *Minor in Business Administration*