

SHREYA CHAKRABORTY

Motion Designer | UI Animator | Graphic Designer

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Portfolio: shreyachakraborty.com | Behance: behance.net/shreyachakraborty | LinkedIn: in/shreya-chakraborty

Right to work: Eligible to work full-time in the UK on a dependant visa (UK Skilled Worker dependant) — no employer sponsorship required.

PROFESSIONAL PROFILE

Motion Designer specialising in brand storytelling, UI animation and visual identity systems, with 4+ years' experience creating engaging digital content for startups, agencies and cultural organisations. Strong foundation in typography, layout, and narrative design, with a proven ability to manage multiple projects to deadline in fast-paced, remote environments. UK postgraduate (MA, Cardiff Metropolitan University) with international experience across the UK and India.

KEY SKILLS

Motion & Animation: 2D Motion Graphics, UI / Screen Animation, Logo Animation, Storyboarding & Animatics, Compositing, Video Editing, Multi-format Export (9:16, 1:1, 16:9)

Software: Adobe After Effects, Adobe Premiere Pro, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Figma, Microsoft Office Suite

Design: User Interface (UI) / User Experience (UX) Design, Brand Identity & Collateral, Typography & Layout, 3D Design, Social Media & Digital Assets

Professional: Stakeholder Communication, Project & Workflow Management, Cross-functional Collaboration, Attention to Detail & Quality Control

PROFESSIONAL EXPERIENCE

Freelance Motion & Graphic Designer

2020 – Present

Self-employed — Remote (UK & India)

- Deliver motion graphics, UI animation, and brand assets for clients across education, cultural, and commercial sectors, managing projects end-to-end from concept to final export.
- Produce social-media-ready video content, brochures, posters, digital banners, and event graphics optimised for multiple platforms and formats.
- Maintain brand consistency across all deliverables while balancing multiple concurrent clients and deadlines.

Motion Graphic Designer

Oct 2025 – Apr 2026

Wellwiz Innovations — Noida, India

- Created brand-focused animations, motion graphics, and logo animations for digital campaigns and marketing initiatives.
- Designed UI/UX interfaces, UI elements, and interactive visual assets for web and mobile platforms.
- Developed logos, brand identities, product branding, and custom mascots to strengthen brand recognition.
- Produced AI-assisted animations and 3D visual assets to enhance storytelling, user engagement, and campaign effectiveness.

Animator

Oct 2024 – Apr 2025

POTC Films — UK

- Created storyboards and animatics to plan animated sequences.
- Developed animated sequences for the production Power of the Current.

Design Consultant

Apr 2023 – Mar 2025

Café 8 — Remote (India)

- Led café rebranding projects, creating cohesive visual identities across touchpoints.
- Designed brand identities and packaging for cloud-kitchen brands.
- Advised on branding strategy and visual communication.

Graphic Designer

Feb 2022 – Aug 2022

National Institute of Banking and Finance (NIBF) — India

- Designed promotional and training materials aligned with organisational goals.
- Created consistent branding across campaigns and maintained print-production accuracy.
- Liaised with internal departments to meet creative and logistical requirements.

Lead Animator

Sep 2021 – Jan 2022

Evolvere Academy — India

- Produced animated educational content with a focus on clear visual storytelling.
- Supported brand development through animated and static visual assets.
- Maintained narrative cohesion and quality throughout the animation pipeline.

EDUCATION

MA Illustration & Animation

2022 – 2023

Cardiff Metropolitan University, UK

Modules: Animation Principles, Design Thinking, Visual Storytelling, Production Techniques.

BSc Multimedia Animation & Graphic Design

2018 – 2021

NSHM Knowledge Campus, Kolkata, India

Modules: Adobe Creative Suite, Branding, Motion Design, Graphic Communication.

CERTIFICATIONS

- Google UX Design — Google (2024)
- Digital Skills for Business — Big Learning Company (UK) (2024)

ADDITIONAL UK EXPERIENCE & VOLUNTEERING

- Front-of-house roles at Coppa Club and Popeyes (UK, 2023–2025) — customer service and high-pressure teamwork alongside ongoing freelance design work.
- Creative Volunteer, Hijinx Theatre, Cardiff (2022–2023) — supported creative workshops for special-needs children, encouraging confidence through the arts.