AKSHAI SHYJU

MULTIDISCIPLINARY DESIGNER

Bangalore, India | Open to relocate to Dubai, UAE
+91 99469 02262 | akshaishyju@gmail.com | Behance | LinkedIn

PROFILE

For the past three years, I have worked as a multidisciplinary designer across visual design, motion, illustration, marketing strategy and campaign assets, and digital product experiences. My approach begins with storytelling: finding the clearest narrative, building the visual language around it, and carrying it through every format - from a social post or explainer to a campaign or product interface. Recently, I have integrated AI into my design workflow to move ideas beyond static screens, taking designs into product-ready code and live experiences. This has helped shorten iteration cycles, reduce handoffs between design and development, and let me contribute across creative, marketing, and product work with greater ownership.

EXPERIENCE

CRED

Brand Designer (Contract) | *Sep 2026 - Present*

- Develop branding and creative assets for Kuvera across product and marketing touchpoints.
- Build visual and illustration systems that establish a consistent visual language for Kuvera.
- Collaborate with the marketing team to create campaign and marketing assets aligned with Kuvera's brand.

ZERO | Dubai Media City, Dubai, UAE

Multidisciplinary Designer | *Jan 2026 - Jul 2026*

- Designed product assets, illustrations, and visual systems for Zero's gamified product experience, shaping key product flows and the overall in-product visual language.
- Used AI-assisted workflows to take designs into product-ready code and live experiences, reducing handoffs and accelerating iteration between design and development.
- Developed reusable design systems to support consistent product experiences as the platform evolved.
- Worked across product, marketing, and creative to turn product ideas into clear user journeys, launch assets, and campaign narratives.
- Developed marketing strategy and content for Zero's beta launch, contributing to 10,000 beta sign-ups.
- Co-created Why Zero, Zero's marketing website and launch campaign, driving traction across X and LinkedIn; the work was featured by The FWA.

JUSPAY TECHNOLOGIES PVT. | Bangalore, India

Visual / Motion Graphic Designer | *Dec 2024 - Dec 2025*

- Designed and animated story-driven motion graphics and visual assets for digital campaigns, product explainers, and social media platforms.
- Collaborated with marketing, product, and design teams to translate complex concepts into clear, engaging visual narratives.
- Developed cohesive brand motion systems and guidelines to ensure consistency across campaigns and media.
- Produced short-form video content that boosted user engagement and retention across social and paid channels.
- Contributed to concept development, storyboarding, and animation for launch campaigns, improving brand communication and audience understanding.

FREELANCE | Kochi, India

Visual & Motion Graphic Designer | *Jul 2024 - Dec 2024*

- Collaborated with clients and studios on illustration and motion design projects, delivering visuals tailored for storytelling and brand communication.
- Worked as a storyboard artist, translating scripts and creative concepts into detailed visual sequences that guided animation and direction.
- Designed and painted backgrounds and key visual elements for an animated project, while contributing to character animation and scene composition.

KAPPIRI STUDIO | Kochi, India

Visual / Motion Graphic Designer | *Feb 2023 - Jul 2023*

- Designed and developed creative concepts from scratch, transforming ideas into visually compelling stories for commercial and digital projects.
- Created illustrations, storyboards, and motion graphics to support 3D and multimedia productions.
- Collaborated with art directors and 3D teams to maintain a consistent visual language across design, animation, and final renders.
- Contributed to the ideation and visual development of brand campaigns, product films, and explainer videos.

CORE SKILLS

Product Visual Design & UI Motion | AI-Assisted Design, Automation & Workflow Building | Design-to-Code Workflows | Brand Identity & Visual Systems | Marketing Strategy, Campaign Design & Creative Assets | Visual Storytelling & Art Direction | Video Production & Content Generation | Motion Design & Animation (2D/3D) | Concept Development, Storyboarding & Creative Direction | Illustration, Typography & Composition | Creative Problem-Solving & Cross-Functional Collaboration

TOOLS

Design & Product: Figma, Adobe Illustrator, Adobe Photoshop, Procreate
Motion & Video: Adobe After Effects, Premiere Pro, Cavalry, Adobe Animate, Adobe Audition
3D & Interactive: Blender, Cinema 4D, Rive
AI & Development: ChatGPT, Claude, Higgsfield, Cursor, GitHub

EDUCATION

Bachelor of Design (B.Des.) | Maharaja Sayajirao University of Baroda, Vadodara | 2019 - 2023