

VIGNESH S

Senior Graphic Designer (Gen AI)

Senior Graphic Designer and AI Generalist with 5+ years of experience in Posters, Branding, AI creatives, Visual Storyboards, and Generative AI for image and video creation. Expert in producing hyper-realistic visuals, cinematic AI videos, and advertising creatives using Higgsfield, Midjourney, Veo (latest model), Kling, Minimax, and Seedream, delivering scalable, high-quality results aligned with business goals.

EXPERIENCE

Senior AI Graphic Designer

Grapes Worldwide, Bangalore.

(June 2025 - Present)

- Delivered AI-generated images and videos for FMCG branding, advertising, product launches, and retail-focused social media campaigns.
- Created cinematic AI videos using Veo, Kling, and Minimax to showcase product benefits, packaging details, and in-use scenarios with realistic camera movement and lighting.
- Produced hyper-realistic product visuals, lifestyle scenes, and human interactions using Higgsfield and Midjourney to support consumer engagement and brand recall.
- Applied advanced prompt engineering to precisely control composition, lighting, realism, and motion, ensuring consistency with FMCG brand guidelines.

Graphic Designer

Centizen, Tirunelveli.

(May 2023 - May 2025)

- Designed digital and print creatives including social media posts, banners, posters, brochures, and presentations.
- Supported motion graphics and video editing using After Effects and Premiere Pro.
- Ensured brand consistency through strong typography, layout, and visual hierarchy.

Freelance Graphic Designer

Remote.

(Aug 2021 - April 2025)

- Logo design, branding, posters, banners, illustrations, icons, and labels for digital and print.
- Client coordination, revisions, and on-time delivery of brand-consistent creatives.

EDUCATION

Master of Computer Applications (MCA)

(2021 - 2023)

Kalasalingam Academy of Research and Education

Bachelor of Computer Applications (BCA)

(2018 - 2021)

Theni College of Arts & Science

Core Skills

AI Image Generation and Photorealism.
AI Video Generation and Cinematic Visuals.
Prompt Engineering for Image and Video.
Brand Identity and Static Creatives.

Tools & Technologies

AI Image: Higgsfield, Midjourney, Seedream.
AI Video: Veo (Latest Models), Kling, Minimax.
Design Tools: Adobe Photoshop, Illustrator, InDesign.
Motion and Video: After Effects, Premiere Pro

Languages

Tamil (Native)
English (Professional)

Social Media & Portfolio

[Portfolio](#) [Instagram](#) [Behance](#) [Linked In](#)