

PRASHANSA HADKAR

Video editor and Motion Graphics Designer

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📍 Winnipeg

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SUMMARY

Multiskilled | Solution Driven| Creative Content Enthusiast

- Diploma in Applied Arts and Postgraduate Diploma in Digital Media Design, specializing in Video and Motion Graphics from Red River College Polytechnic with over **2 years** of hands-on experience in **Graphic design, video editing and motion graphics**
- Awarded "**Best Public Welfare Project Campaign of the Year 2020**" for senior-year campaign project, highlighting dedication to impactful creative campaigns.
- Thrived as an Assistant Graphic Designer at Scarecrow-M&C-Saatchi, working on high-profile brands.
- Excelled as an Associate Video Editor and Motion Graphic Designer at WorkerBee TV.inc, contributing to successful Docuseries and surpassing client expectations.
- **Proficiency in Adobe Creative Suite, encompassing typography, composition, layout, and animation.**
- Versatile and skilled in digital design and email marketing, committed to maintaining design standards and integrating constructive feedback .

EXPERIENCE

04/2022 - 08/2023

Winnipeg

Associate Video Editor and Motion Graphics Designer

WorkerBee TV.inc

Collaborated managing diverse projects, enhancing engagement, streamlining workflows, and taking initiative for **Brand enhancement**.

- **Partnered cross-functionally** on 20+ projects, achieving 25% higher creative efficiency and 95% client satisfaction.
- Actively participated in 15+ project briefings, presentations, and process approvals, ensuring seamless alignment with **client requirements and objectives**.
- Enriched expertise by collaborating with esteemed associations like **ARA, MHI, SME, SPE, DCG**, and others throughout the year, leading to an increase in client experience.
- Streamlined workflows with **online project tools (Robohead, Asana)**, reducing turnaround time by 20%.
- Maintained 80% **on-time delivery**, ensuring **Quality Assurance** 90% error-free project execution.
- Undertook projects, including **animated explainer videos** and **Docuseries (Transformative CEO, Jobs of Tomorrow)**, resulting in a 20% boost in **audience engagement, brand visibility** and garnering positive reviews from industry experts.
- Took initiative as a **videographer** alongside CEOs like Rob Coghlan (President of Coghlan's), enhancing **Brand reputation**.

03/2022 - 04/2022

Winnipeg

Motion Graphics Designer

Suckerpunch Creative

During my Co-op at Suckerpunch, I demonstrated **skills in diverse content creation** .

- I collaborated with **Creative Director**, focusing on video and sound editing
- Contributed to 3D packaging Design for Brands like **Quali Pro** .
- My role demonstrated proficiency across **video and audio editing, 3D packaging ideation, motion graphics promotion creation**, and crafting content for **diverse media channels**.

04/2019 - 06/2019

Mumbai

Assistant Graphic Designer

ScareCrow M&C Saatchi

Participated actively in crafting print ads and facilitating impactful brainstorming sessions

- Contributed to renowned **Brand campaigns**, create impactful **print ads**, and facilitate **Brainstorming sessions** .
- Coordinated with a dynamic team to design visually appealing collateral for prominent brands.
- Played a Key role in festival print ads and mailers for **Kidzee**, including successful Mother's Day campaign.
- Contribute to ad campaigns for **Gold's Gym, Nickelodeon-Sonic**, and **Emami Ltd**, showcasing **creativity, attention to detail and layout**.
- Actively participated in significant political ad campaign brainstorming sessions, providing valuable contributions.

EXPERIENCE

03/2019 - 04/2022

Mumbai

- Multifaceted Creative Professional

Freelancer

Achieved compelling content creation, and client acclaim as a versatile freelance **illustrator, graphic designer, and photographer**.

- Accomplished freelance **illustrator, graphic designer, and photographer**, boosting social engagement by 30%.
- Provided freelance **services for local brands** (Freaky bites), **media channels** (Flyer Media), and **educational institutions** (Mumbai Veterinary College).
- Created captivating **storyboards** resulting in effective video content.
- Amplified user engagement and visibility by 30% through social media posts and YouTube thumbnails
- Produced engaging **online Advertising, logos, and Digital Design** across industries.
- Collaborated with clients to finalize **storyboards, meeting project requirements and deadlines**.
- Utilized **photo manipulation and color correction** methods to produce visually captivating images that elevate brand promotion, leading to favorable client feedback on quality and creativity while fostering lasting relationships.

EDUCATION

08/2021 - 04/2022

- Post Graduate Diploma Digital Media Design Video and motion Graphics

Red River College Polytechnic

07/2019 - 05/2020

- Pathway Diploma in Digital Media Design

Xplora Design Skool

06/2016 - 10/2020

- Diploma Applied Arts

J.K Academy of Art & Design

07/2015 - 03/2016

- Foundation Diploma

Model Art institute

ACHIEVEMENTS



The Social media campaign I developed during my senior year for "Feeding India" was Honored as the 'Best Public Welfare Campaign of 2020.'



In my initial year of Applied Art studies, my painting was displayed in the 56th State Art Exhibition organized by the Directorate of Art.

VOLUNTEERING

Mural Artist

CoolStreet WPG

07/2023

Joined **Cool Streets Winnipeg** and volunteered alongside **Stéphane Dorge** to help brighten up the city and help make a positive impact in the community.

PORTFOLIO LINK



Website

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Behance

www.behance.net/hadkarprashana