

# DIKSHA SADHWANI

Motion Designer & Visual Strategist

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## SUMMARY

Motion designer and visual strategist graduating May 2026, with proven experience producing short-form video, motion graphics in After Effects and driving measurable growth on social media 106K+ additional views in 60 days. Skilled at cross-functional collaboration, asset library management, and design systems under fast deadlines.

## EXPERIENCE

**Social Media Documentary** • CoMotion 2026 Nov 2025- Mar 2026

- **Achieved 106K+ views and 12% follower growth** by producing high-energy, short-form motion content optimized for social media algorithms.
- **Maintained 100% brand consistency** across promotional media by managing organized Adobe Creative Cloud asset libraries and efficient project files.
- **Iterated content based on performance insights** to continually refine ad effectiveness and viewer retention for event programming.

**Presentation Experience Lead** • Trane Technologies x SCADpro Sept 2025- Nov 2025

- **Increased stakeholder engagement** by designing a multi-sensory brand experience concept and structuring strategic visual narratives.
- **Optimized executive project documentation** by producing process videos and motion-based presentation assets for complex mission-aligned initiatives.
- Designed a multi-sensory brand experience concept to engage employees, investors, and community members.

**Brand Asset Library Team Lead** • FINRA x SCADpro Jun 2025 - Aug 2025

- **Improved creative workflow efficiency** by directing cross-functional teams to organize visual content and build scalable brand asset systems.
- **Standardized firm-wide visual communication** by developing comprehensive brand voice guidelines and visual toolkits for internal teams.
- Developed brand voice guidelines and visual toolkits for internal teams

**Motion Design Lead** • Deloitte x SCADpro Jan 2025 - Mar 2025

- **Increased digital engagement for the 18–35 demographic** by designing typography-driven After Effects animations and dynamic visual storytelling sequences.
- **Delivered high-performance digital assets under tight deadlines** by collaborating with cross-functional teams to align motion graphics with creative briefs.
- **Optimized social media ad creative** by applying platform-specific best practices to motion-based explainer videos and digital promotional assets.

**Founder** • Inscribe Magazine

[Link to Magazine](#)

- Co-founded Inscribe Magazine, scaling team from 5 to 25 members while managing content, design, and distribution.
- **Scaled a brand from 5 to 25 members** by taking creative ownership of content, design, and multi-channel distribution strategies.
- **Managed high-profile creative collaborations** and international distribution, ensuring all deliverables met rigorous quality standards and deadlines.

## SELECTED PROJECTS

**Penguin x Monotype App Launch** — SaaS product launch campaign with motion systems across social, digital, and OOH.

**Netflix Original: Maniac Brand Packaging** — Brand and motion packaging for streaming

**Canadian Screen Awards · UN Biodiversity · Web Summit** — OOH, social, and event graphics for high-profile entertainment and global conference properties.

## EDUCATION

**Savannah College Of Art & Design**

Graduating May 2026 ~ Achievement Honors Scholar

Bachelor of Fine Arts in Digital Communication and Multimedia

**Google**

Foundations of Digital Marketing & E-Commerce Professional Certification

Feb 2026- Mar2026

## SKILLS

**Software:** Adobe After Effects • Photoshop • Illustrator • Premier Pro • Cinema 4D • Figma • Firefly • Base 44

**Capabilities:** Motion Graphics • Typography in Motion • Visual Systems Design • Campaign Motion Templates • 2D/2.5D Animation • Brand Identity • Creative Direction • Storyboarding • Omnichannel Marketing • Live Event Graphics • Scalable Design Workflows • Social Media Content • Video Editing

**Certifications:** Adobe Photoshop Certified Professional • Professional Presenter, SCADamp

**Honors:** SCAD Startup Automotive Category Winner 2025 • Achievement Honors Scholar • Creative Entrepreneur of the Year 2021