

DIKSHA SADHWANI

MotionDesigner & Social First Creative

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SUMMARY

Motion Designer & social first creative with hands-on experience producing short-form video, managing content calendars, building digital campaigns for technology and enterprise audiences. Created content that generated 106K+ views and 12% follower growth in under 60 days, and worked on brand experiences for Cisco, Snowflake, Google, Adobe, and other Fortune 500 companies. Strong in Premiere Pro, After Effects, Figma, and Adobe Creative Suite, with regular use of AI tools for research, ideation, editing, and production. Comfortable working quickly, translating complex ideas into clear content, and taking projects from concept through publishing and iteration.

EXPERIENCE

One Creator Lab Apprenticeship Program | The One Club for Creativity **Remote | Oct 2026 – Dec 2026**

- Translated creative briefs into social-first video concepts, developed strategies, analysed community truths & product truths to develop platform-specific storytelling.
- Produced short-form videos from strategy through final edit, combining scripting, filming, motion graphics, and voice over & sound to deliver campaign-ready content.
- Refined creative work through feedback and iteration, strengthening narrative clarity, visual consistency, and alignment with each brand brief's objectives.

Junior Creative & Motion Graphics Contractor | George P. Johnson **San Francisco | June 2026 – Oct 2026**

- Created digital, motion, and event content for major technology brands including **Cisco, Snowflake, Google, and Salesforce**, translating complex brand and product messaging into clear visual experiences.
- Adapted and versioned creative across multiple screen sizes, formats, and placements while maintaining visual consistency and brand guidelines.
- Executed high-volume production and final asset releases for Honda activations, maintaining accuracy across typography, layout, specifications, and delivery.
- Created reusable post-event documentation and visual resources for clients including Adobe, supporting more consistent future creative production. Supported Cisco GSX 2026 and Dreamforce 2026 on site as a production designer, collaborating across creative, account, event, and production teams under tight timelines.

Social Media Documentary | CoMotion 2026 **Savannah | Nov 2025 – Mar 2026**

- Concepted, produced, and edited short-form digital and motion content that generated 106K+ views and 12% follower growth within 30 days.
- Developed social-first creative across multiple formats, using motion, typography, pacing, and visual hierarchy to improve engagement.
- Managed the campaign content calendar and rollout, balancing multiple assets, deadlines, and creative priorities simultaneously.
- Used audience response and performance insights to iterate creative, test new approaches, and improve viewer retention and campaign effectiveness.

Presentation Experience Lead | Trane Technologies x SCADpro **Savannah | Sept 2025 – Nov 2025**

- Translated creative strategy into a multi-sensory visual experience for Trane Technologies.
- Designed motion-led presentation assets, process videos, and client-facing storytelling materials for stakeholder presentations.
- Developed visual direction and incorporated stakeholder feedback to guide creative from initial concept through final production.
- Adapted visual storytelling for employees and community stakeholders while maintaining a consistent brand narrative.

Brand Asset Library Team Lead | FINRA x SCADpro **Savannah | Jun 2025 – Aug 2025**

- Led a cross-functional team in building a scalable brand asset library, organizing approved creative for reuse across internal teams.
- Created brand voice guidelines, visual toolkits, and reusable resources to improve consistency and creative touchpoints.
- Improved creative workflows and asset management systems, making branded materials easier to access, maintain, and deploy.
- Provided design feedback and quality control across team deliverables to maintain visual consistency and production standards.

Motion Design Lead | Deloitte x SCADpro **Savannah | Jan 2025 – Mar 2025**

- Concepted and designed typography-driven motion graphics, social assets for digital audiences.
- Applied platform-specific creative practices across explainer videos and social content, adapting concepts to different formats.
- Collaborated with cross-functional teams to translate campaign briefs and feedback into polished creative under tight deadlines.
- Iterated layouts, motion, and visual treatments while maintaining brand consistency across deliverables.

EDUCATION

Savannah College of Art and Design (SCAD) — B.F.A. in Motion Graphics Design

May 2026

Magna Cum Laude

CERTIFICATIONS

Google AI Professional Certificate	Aug 2026
Google Foundations of Digital Marketing & E-Commerce	Mar 2026
Adobe Photoshop Certified Professional	April 2023
Professional Presenter, SCADamp	Jun 2023

SKILLS

Social & Content: Short-Form Video, Social Content Strategy, Social-First Creative, Content Production, Audience Growth, Performance Analysis, Platform-Specific Content

Video & Motion: Premiere Pro, After Effects, Video Editing, Motion Graphics, Short-Form Editing, Typography, Cinema 4D

AI & Digital: ChatGPT, Claude, Gemini, Adobe Firefly, Higgsfield, AI-Assisted Research & Creative Workflows

Design: Figma, Illustrator, Photoshop, Presentation Design, Campaign Design, Brand Systems

HONORS

Dean's List • SCAD Startup Automotive Category Winner 2025 • Creative Entrepreneur Year 2021