

SANJIB PAUL

Senior Motion Designer

Product Motion · Interaction Design · Motion Systems · Visual Storytelling

Kolkata, India · [Portfolio](#) · [LinkedIn](#)

PROFILE

Senior Motion Designer with 9+ years of experience turning complex product capabilities into clear, engaging visual stories across product, brand, and marketing surfaces. At LottieFiles, partners with product, engineering, and marketing teams to define the motion language of product launches, interactive features, and the Lottie ecosystem — from early concept through shipped experience. Known for building reusable motion systems that hold up across platforms, and for translating technical capability into visual storytelling that non-technical audiences immediately understand.

EXPERIENCE

LottieFiles, US (Remote)

Senior Visual & Motion Designer | Feb 2022 – Present

- Own motion design for product launches, product marketing, and brand storytelling, translating complex product capabilities into visual narratives used across web, social, onboarding, and in-product surfaces.
- Design motion concepts and visual systems for LottieFiles Creator and the wider Lottie ecosystem, spanning product features, interactive experiences, launch campaigns, and educational content.
- Build interactive motion experiences using State Machines, Motion Tokens, Theming, Nested Scenes, and Physics — helping shape how these capabilities are demonstrated to users and adopted across the product.
- Partner directly with product, engineering, and marketing throughout the development cycle, aligning motion concepts with technical constraints and business goals from early exploration to launch.
- Lead visual direction for major product launches, combining storytelling, animation, and live product demonstration into a single, cohesive narrative.
- Prototype workflows that bring motion earlier into product development, including reusable animation systems, interactive motion patterns, and plugin-driven creative tooling.
- Optimize motion assets for performance, scalability, and cross-platform consistency across Lottie and digital platforms.
- Raise the craft bar across the design team through creative feedback, motion direction, and hands-on knowledge sharing.

Udaan, Bangalore

Senior Graphic Designer | Oct 2020 – Jan 2022

- Directed visual design for high-visibility e-commerce sale campaigns across mobile and digital platforms, reaching a mobile-first audience at scale.
- Introduced motion into campaign creative — animated banners, GIFs, and typography-driven assets — establishing a more dynamic visual language for large-scale sale events.
- Maintained visual consistency across multiple campaign touchpoints while conceptualizing and executing large, fast-turnaround sale campaigns.

Sublime, Prestige Group, Bangalore

Senior Graphic & Motion Designer | Apr 2019 – Sep 2020

- Produced motion-led marketing creative for real estate campaigns across digital and social platforms.
- Designed animated content for large-format digital displays in high-traffic environments, including malls and airports.
- Built branding and visual identity systems for multiple real estate projects, from concept through rollout.

Roundglass, Bangalore

Associate Graphic Designer | Feb 2018 – Mar 2019

- Designed social media, event, and digital marketing creative for ongoing brand campaigns.
- Supported content publishing and digital campaign execution across multiple channels.

Inspiringlife Technologies Pvt. Ltd., Kolkata

Graphic Designer & Digital Marketing | May 2014 – Jan 2018

- Created App Store visuals, product videos, and marketing assets for iOS and Mac applications.
- Designed customer-facing digital content across web and product channels.
- Managed website updates and supported digital marketing initiatives.

SELECTED WORK

Product Launch Motion — LottieFiles

Created focused motion explainers that translate complex product features into clear visual stories, then adapted them across product pages, social media, onboarding, and marketing touchpoints. Designed for optimal playback performance on Lottie.

Focus: Product storytelling · Motion systems · Lottie · Digital experiences

Creator & Interactive Motion — LottieFiles

Developed motion experiences around interactive product capabilities — State Machines, Motion Tokens, Theming, Nested Scenes, and Physics — used to demonstrate and teach these features to the LottieFiles user base.

Focus: Interaction design · Product motion · Motion systems · Interactive animation

High-Impact Sale Campaigns — Udaan

Introduced motion-led visual storytelling into large-scale e-commerce campaigns through animated banners, typography, transitions, and reusable creative systems built for mobile audiences.

Focus: Campaign motion · Typography · Digital advertising · Visual systems

Large-Scale Display Motion — Prestige Group

Created bold motion-led visuals for large-format digital displays, with close attention to pacing, readability, and hierarchy, then adapted across social and digital channels.

Focus: Brand motion · Large-format displays · Digital campaigns · Visual storytelling

SELECTED CAPABILITIES

Motion & Visual: Motion Design · Product Motion · UI & Interaction Motion · Micro-interactions · Visual Storytelling · Art Direction · Creative Concept Development · Motion Systems

Product & Digital: Product Storytelling · Interaction Design · Design Systems · Interactive Animation · Motion for Digital Products · Cross-functional Collaboration

Lottie Ecosystem: Lottie · LottieFiles Creator · State Machines · Motion Tokens · Theming · Nested Scenes · Physics · Interactive Animation · dotLottie

TOOLS

Adobe: After Effects · Illustrator · Photoshop · Premiere Pro

Design: Figma · Sketch

Web: HTML · CSS · WordPress

EDUCATION

Bachelor of Arts in English Literature — West Bengal State University, Kolkata (2009 – 2012)

PORTFOLIO & LINKEDIN

Portfolio: sanjibmotiondesign.vercel.app

LinkedIn: linkedin.com/in/sanjib-paul