Jinz Krish

Senior AI Visual Designer

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PROFESSIONAL SUMMARY

Senior AI Visual Designer with 6+ years of experience in design and AI cinematic storytelling, delivering performance-driven video ads for YouTube, social media, and digital campaigns. Delivered 250+ AI-assisted videos, cut production turnaround by up to 60%, and delivered creatives linked to a 4x ROAS increase across global markets.

SKILLS

Core Skills: AI Video Generation, Generative AI, Creative Direction, Performance Ad Creative, Brand Films, Video Editing, Branding, Marketing Collateral, Social Media Creatives, Print Production, UI Collaboration

AI Tools: Runway, Kling AI, Midjourney, Adobe Firefly, Higgsfield, Google Flow, Grok AI, Topview AI, ChatGPT, Google Gemini, Claude, ElevenLabs, Freepik, InVideo, OpenArt, AI-Assisted Music Creation

Design Tools: Adobe Illustrator, Adobe Photoshop, Figma, Adobe XD, Framer, InDesign, CapCut, Canva

PROFESSIONAL EXPERIENCE

Senior AI Visual Designer

Zocket Technologies, Chennai | Apr 2026 – Nov 2026

- Led AI video-ad production for performance and brand campaigns across multiple brand accounts, including Bata, Dabur India, Saravana Stores and more.
- Produced video and static creatives for Meta, Google, TikTok, Snapchat, and YouTube.
- Built AI-assisted video workflows from brief to delivery, partnering with marketing and tech teams to scale creative output.
- Completed 250+ videos and reduced production turnaround time by up to 60%.
- Scaled creative output 3–4x without a proportional increase in team size.
- Supplied 5–10 publish-ready video assets per month.

Senior Graphic Designer

Zocket Technologies, Chennai | Apr 2025 – Mar 2026

- Integrated creative AI and generative AI tools into concept development.
- Crafted advertising creatives for multiple brands, including Bata, Dabur, Bril Rider, Winpanda, and Isha, across casino, gaming and consumer campaigns.
- Produced graphic creatives across branding, digital advertising, and social media.
- Created 5,000+ graphic creatives, averaging 100+ per month.
- Supplied campaign assets for 1,000+ businesses on Zocket's B2B SaaS / AdTech platform.
- Contributed to a 4x increase in ROAS across global markets.

Graphic Designer

Zocket Technologies, Chennai | Apr 2023 – Mar 2025

- Developed creative solutions for direct-to-consumer (D2C) businesses, including branding assets and marketing collateral for digital and print.
- Designed emailers, social media posts, and advertising campaign assets for D2C brands.
- Partnered on UI requirements for digital products.
- Adapted creatives across sizes and formats for web, mobile, and print placements.

Graphic Design Executive

Advertout, Chennai | Jan 2022 – Apr 2023

- Designed logos, brochures, social media posts, advertisements, packaging, emailers, and promotional assets while keeping brand identity consistent across channels.
- Optimized graphics for web and mobile and coordinated delivery against deadlines.
- Developed assets for multiple brands, including Revathi Stores, First Step, Sonu, Kalyanamalai, 22 Yards, Youneek, Earthy Origins, Sethco, Astir Ventures and more.
- Generated 1,000+ creative assets across multiple industries.

Junior Graphic Designer

404 DM, Chennai | Jan 2020 – Dec 2021

- Conceptualized and developed creatives for internal teams and clients, and presented concepts to support project requirements.

- Crafted brochures, prospectuses, posters, advertisements, exhibition graphics, infographics, emailers, logos, and GIFs, and performed photo editing.
- Prepared print-ready files and coordinated with vendors for high-quality output.
- Built creatives for multiple brands, including Girias, JK Fenner, Medall, Blume, Quadra, HIFOCUS and more.
- Built 1,000+ branding and campaign creatives.

EDUCATION

B.Sc. Visual Communication, Noorul Islam College of Arts and Science | 2017 – 2019

AWARDS

- Creative Excellence Award at the company town hall (April) for contributions to video creatives and brand content.
- Performer of the Month for consistently delivering high-quality video creatives.
- Company anniversary award (Zignite 5.0) for long-term service and outstanding work.