

Gavin Vaz

Visual & Motion Designer · 7+ years

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EXPERIENCE

FLICKBOOK MEDIA PVT LTD

Creative Agency | Mumbai

50+ clients across 10 sectors, including fintech, B2B data, food, agri-tech and real estate.

Visual & Motion Designer

Apr 2022 – Present

- Own design end to end across brand, product, web and motion, and present directly to clients and founders.
- Led 0 to 1 product design for Invesol, an AI-powered personal finance platform, taking it from early wireframes to a responsive design system for mobile and desktop.
- Created Invesol's brand, presentation decks, launch website and motion content, and worked with the development team through handoff and build review.
- Built 28 Thali's brand, packaging and online store from 0 to 1 for a vegetarian meal subscription service. Contributed to FY 2025–26 growth from 9,982 to 38,527 sessions and 10 to 222 completed checkouts.
- Planned 28 Thali's ordering flow for regular and organic plans and designed its interface and live daily menu.
- Led two redesigns of Ascentrik's website since 2018 for a B2B data firm serving 40+ countries. The site has driven \$2M+ in inbound opportunities, including interest from Fortune 50 enterprises.
- Shaped Ascentrik's "freshly sourced data" visual system across web, motion, explainer videos and decks.
- Designed the meeTAG identity, a trilingual web prototype and farmer testimonial videos for an agri-tech brand.
- Refreshed Flickbook's brand identity and digital presence.

Jr. Graphic Designer

May 2020 – Apr 2022

- Redesigned Flickbook's website and maintained client websites.
- Produced training videos, explainers and web animations, along with brochures and campaign creatives.

Graphic Designer Intern

Nov 2018 – May 2020

- Created interactive web graphics, icons, visuals and early wireframes for client websites.

SPORTVOT

Sports Media | Mumbai

Freelance

Jun 2021 – May 2023

- Built 60+ broadcast graphics templates, including replay and match-event graphics, with colour and theme controls so they could be reused across sports, teams and events.
- Produced app showcase videos and social campaign content.

Video Editor

Oct 2019 – Mar 2020

- Edited sports promos and campaign videos for Barça Academy India and an Asia Pacific tournament.

SKILLS

Design: Visual Design, Art Direction, Brand Identity, Packaging, Presentations, Print & Event Design

Motion & Video: Motion Graphics, Broadcast Graphics, Explainer Videos, Video Editing, Lottie, Storyboarding

Web & Product: UI/UX Design, Web Design, Responsive Design, Design Systems, Wireframing, Prototyping

Languages: English, Hindi, Marathi (basic)

TOOLS & PLATFORMS

Design & Motion: Adobe Creative Cloud (Photoshop, Illustrator, After Effects, Premiere Pro), Figma, Affinity

Web: Framer, Shopify, WordPress

AI: Claude, ChatGPT, Google AI Studio, Google Flow, Adobe Firefly, Higgsfield

EDUCATION

BACHELOR OF MANAGEMENT STUDIES (FINANCE)

2015 – 2018

Prahladrai Dalmia Lions College of Commerce & Economics, University of Mumbai