



Ayesha

Motion Graphics Designer · Video Editor

Designing motion systems and edits that make brands impossible to ignore

7+ Years Experience • ● Available for projects • Lahore, Pakistan

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PROFESSIONAL SUMMARY

I am a motion graphics designer and video editor with over seven years of agency-level experience helping brands communicate with clarity and style. My core belief is that motion is a language: timing, easing and rhythm can make an idea feel obvious, premium and memorable — or forgettable. Across my career I have designed more than a thousand motion graphics pieces, from logo animations and kinetic typography to complete explainer videos, UI animations and social campaigns for finance, coaching and real-estate clients. I work as comfortably in the edit as I do in animation. I cut short-form content built for retention — bold pacing, purposeful captions, sound-designed moments — and then elevate it with motion systems that keep every asset on-brand. I care deeply about design foundations: grids, type, color and composition come first, and animation amplifies them. Clients tell me the thing they value most is predictability: clear timelines, honest communication and files that are organized so any team can pick them up. I build reusable toolkits and brand systems so campaigns scale without quality drifting, and I document my workflows so distributed teams can collaborate smoothly across time zones. I am a patient collaborator and a fast problem-solver; when a brief is vague, I prototype quickly, present options and converge with the client instead of guessing in the dark. I keep learning — currently deepening my skills in UI animation and AI-assisted design tooling — because the craft keeps moving, and I intend to keep moving with it. Above all, I want every frame I ship to feel considered.

TECHNICAL SKILLS

After Effects	93%	Premiere Pro	88%
Illustrator	86%	Photoshop	88%
UI Animation	83%	Kinetic Typography	91%
Logo Animation	89%	Explainer Videos	87%
Storytelling	85%	Content Planning	82%
Workflow Automation	78%	AI Creative Tools	80%

WORK EXPERIENCE

Motion Graphics Designer / Video Editor

2024 – Present

Vortex Xcel (SMC Pvt) Ltd — Lahore

Designing motion packages and short-form edits for international creators and businesses.

- Design brand intros, motion packages and animated inserts for client channels across niches.
- Cut retention-focused shorts and reels with caption systems, zoom rhythm and SFX libraries.
- Built the studio's reusable After Effects toolkit, cutting motion turnaround by ~35%.
- Translate loose creative briefs into style frames and animatics before production.
- Collaborate daily with editors and strategists in a distributed team workflow.
- Maintain brand consistency systems across dozens of concurrent deliverables.
- Present concepts directly to clients and iterate quickly on structured feedback.
- Support thumbnail and key-art design for launch campaigns.

Motion Designer

2021 – 2024

Loopline Creative (design agency)

Motion designer for finance and coaching brands' digital campaigns.

- Delivered UI animations, explainer videos and paid-social campaigns end-to-end.
- Produced 300+ social media motion assets with consistent brand systems.
- Created kinetic typography packages that became flagship formats for two major accounts.
- Worked with strategists to storyboard message-first explainers for complex products.
- Optimized render and versioning workflows, reducing delivery times on campaign batches.
- Mentored an intern designer into a full production role.
- Handled client presentations and revision management for concurrent projects.
- Won internal 'campaign of the quarter' recognition twice.

Video Editor / Junior Motion Designer

2018 – 2021

Brightside Studio (creative studio)

Editor-designer hybrid across branded content and startup campaigns.

- Edited branded videos and produced logo animations for startups and local businesses.
- Built strong Illustrator-to-After-Effects pipelines for clean vector animation.
- Created social cutdowns and vertical adaptations from long-form masters.
- Learned professional review etiquette: precise notes, versioned exports, tidy handoffs.
- Assisted senior designers on pitch decks and style-frame development.
- Handled asset libraries, fonts and licensing hygiene across projects.
- Developed speed without sacrificing polish under agency deadlines.
- Consistently praised for reliability and detail in client feedback.

SELECTED PROJECTS

Finance explainer series (motion campaign)

Message-first explainer system for a finance education brand: storyboards, style frames, full animation.

Tools: After Effects, Illustrator **Result:** Series became the brand's highest-engagement format.

Brand motion system

Complete motion identity — logo animation, transitions, lower thirds, end cards — documented for team reuse.

Tools: After Effects **Result:** Adopted across all channels; production time per video cut significantly.

Real-estate social campaign

High-volume vertical campaign with kinetic type and premium pacing for listings and brand content.

Tools: After Effects, Premiere Pro **Result:** Sustained multi-month campaign with consistent on-brand output.

Coaching launch videos

Emotional, typography-driven launch films for a coaching brand's flagship program.

Tools: After Effects, Audition **Result:** Anchored a successful launch; reused across paid funnels.

UI animation pack

Micro-interaction and product-UI animation set for a SaaS marketing site.

Tools: After Effects, Figma **Result:** Elevated the product's perceived quality across the marketing funnel.

ACHIEVEMENTS

★ 1000+ motion graphics

Designed and delivered for clients worldwide

★ Brand systems builder

Motion identities documented for team scale

★ **Agency-level campaigns**

Finance, coaching and real-estate accounts

★ **High-end social output**

Hundreds of assets with consistent polish

★ **5-star client satisfaction**

On long-term retainer relationships

★ **Recognized creative work**

Internal campaign awards at agency level

SOFT SKILLS

Creativity	Attention to Detail	Communication	Collaboration	Time Management	Adaptability	Presentation
Problem Solving			Client Management			

TOOLS

After Effects	Premiere Pro	Illustrator	Photoshop	Figma	Audition	CapCut Pro	AI Design Tools
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CERTIFICATIONS & TRAINING

Adobe Certified — After Effects • Motion Design School — Advanced Animation (course) • UI Animation Fundamentals (course) • AI for Creative Professionals (course)

LANGUAGES

English — Professional working proficiency • Urdu — Native

References available upon request. · Profile presented as part of the Vortex Xcel team portfolio.