

ABHISHEK PANDEY

Senior Visual Designer & Illustrator

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PROFILE

Senior Visual Designer & Illustrator with 9+ years building brand identities, illustration systems, and visual storytelling campaigns across SaaS, crypto/blockchain, fintech, and B2B industries. Skilled at reading a brand's personality and translating it into a distinct, scalable visual system adapting illustration style, typography, and composition per client while leading creative teams of 5–6 illustrators and cutting revision cycles by 70–80%. Delivered 200+ illustration and branding projects end-to-end for 50+ clients, spanning explainer video, UI, and full brand identity systems across fast-paced, multi-region teams.

SKILLS

Design: Illustration, Visual Design, Brand Identity, Brand Storytelling, Typography, Creative Direction, UI Design

Tools: Adobe Illustrator, Photoshop, Figma, Adobe Creative Cloud

AI Tools: Adobe Firefly, Magnific, Envato AI, ChatGPT (moodboarding, concept exploration, rapid iteration)

Leadership: Design Leadership, Team Leadership, Cross-functional Communication, Problem-Solving

Languages: Hindi (Native), English (Professional Working Proficiency)

EXPERIENCE

Senior Visual Designer & Illustrator — 21C Studios

Jan 2026 – Jul 2026 | Remote

- Designed brand identities, visual campaigns, and digital experiences for Bitcoin and crypto-industry clients, ensuring consistency across web, social, and product touchpoints.
- Delivered supporting explainer-video and campaign content for 6–7 SaaS-focused projects alongside crypto-focused work, maintaining brand consistency across both domains.
- Coordinated across US time zones to keep delivery on schedule while maintaining quality, supporting 8 concurrent client projects.
- Built AI tools such as Adobe Firefly and Magnific into a regular part of the design process, using them for moodboarding, concept exploration, and rapid iteration on crypto and SaaS projects.

Illustration Team Lead (Promotion) — Motionvillee

2024 – Jan 2026

- Led and mentored a team of 5–6 illustrators, reviewing work and maintaining quality across a monthly load of 4–5 projects.
- Handled client-facing communication and translated briefs into clear creative direction, cutting revision cycles by 70–80%.
- Coached the team on composition, hierarchy, and consistency, raising design quality standards across all output.
- Began exploring AI tools such as Adobe Firefly and Magnific within the team's workflow for moodboarding and early concept exploration, improving turnaround on initial rounds.
- Partnered with product and marketing teams to keep illustration and branding aligned with business goals.

Senior Graphic Designer — Motionvillee

2018 – 2024

- Designed explainer-video and illustration assets for B2B clients across SaaS, crypto/blockchain, fintech, and healthcare.
- Owned style frames and full illustration projects end-to-end, from brief to final delivery, across 100+ projects.
- Built scalable visual systems using typography, color, layout, and illustration style, adopted by 50+ clients.

Graphic Designer — Early Career — Nuance Infotech, Softgrid Computer, What a Story

2016 – 2018

- Built a design foundation across three roles spanning explainer video, UI/dashboard design, logo design, and print collateral for clients in tech, education, and SaaS — establishing the typography, layout, and composition skills carried into 6+ years at Motionvillee.

EDUCATION

Bachelor of Science (B.Sc.) — Bhoj University, M.P.
Graphic Design Diploma — MAAC, Indore, M.P.

2016 – 2018
2015 – 2017