

TUSHAR CHAKRAVARTI

Simplifying Complexity, Delivering Results

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SUMMARY

With 9 years of experience in visual storytelling and motion design, I assist brands in achieving their goals through clear communication and impactful content. I've worked with renowned brands like BMW, Honda, Coca-Cola, and Google, managing projects end-to-end while leading teams and maintaining brand integrity. I have also worked extensively on immersive, technology-driven brand experiences and transforming ideas into dynamic visual narratives.

EXPERIENCE

E-Factor Experiences Ltd. Aug/2024 – Present (11 months)
Sr. Video & Motion Graphic Artist Noida, India

- Designed event branding and visual content for the state-led cultural festival, Meerut Mahotsav 2024.
- Animated the India Pavilion logo (Osaka 2025) and curated multimedia content for ISRO and Ministry of Culture.

Tagglabs Dec/2023 – Jul/2024 (7 months)
Visual Concept Strategist and Motion Designer Gurugram, India

- Led content production for Tilt by Fratelli. while supervising 3D, compositing, and video editing teams for brand campaigns.

ViewLift Jul/2022 – Dec/2023 (1 year 7 months)
Sr. Video & Motion Graphic Artist Gurugram, India

- Created product showcase videos at ViewLift and collaborated with leadership to deliver strategic content for conferences and events.

Tagglabs May/2016 – Jun/2022 (6 years 2 months)
Sr. Motion Artist / Art Director / Creative Technologist Gurgaon, India

- Started as video editor, grew to art director and tech-driven creative lead.
- Delivered motion content for BMW, Honda, Coca-Cola, Pepsi, UCB, Google, and more.
- Led over 200+ event projects including launches, immersive tech exhibits, and corporate AVs.

TOP SKILLS

- Creative Director
- Motion Graphics
- Video Editor
- Visual Storyteller
- Interactive Technology
- AR and VR

TOOLS & TECHNOLOGIES

- After Effects
- Photoshop
- Premiere Pro
- 360° Content
- Illustrator
- Blender (learning)

EDUCATION

Academy of Animation and Gaming May/2011 - Jun/2014
Bachelor's Degree in 3D Animation and Filmmaking Noida, India

KEY PROJECTS

India Pavilion at Osaka 2025

2025

Content Curator & Animator

Govt. of India

- Curated and animated content for ISRO and the Ministry of Culture to be showcased at the India Pavilion.
- Created pavilion logo animation and integrated multimedia narrative.

Meerut Mahotsav 2024

2024

Visual Designer & Branding Lead

Govt. of Uttar Pradesh

- Designed visual identity, AV branding and promotional content for the regional cultural festival.

Honda Amaze & Honda City e:HEV Launch films

2021–2022

Post production & Motion Lead

Honda Cars India

- Led visual storytelling, brand alignment and managed team across both launch campaigns.

BMW Brand Content

2017–2018

Supervisor / Cinematographer / Editor

BMW India

- Started with cinematography and editing, later led a team as post-production supervisor on high-impact campaigns.

Experiential Tech Integration for Events

2016–2022

Creative Technologist

Tagglabs

- Conceptualized and developed interactive installations blending experiential content with technology for multiple brand activations.