

CORE SKILLS

PRODUCT, UX & MOTION DESIGN

Design Systems

Component Libraries

Motion Design

SaaS Demo Videos

UI/UX Strategy

Interaction Design

Usability Testing

Wireframes

Onboarding UX

Prototyping

Information Architecture

CRO Design

Product Explainers

Micro-Interactions

SALESFORCE, GTM & CREATIVE DIRECTION

AppExchange Optimisation

Brand Systems

GTM Campaign Design

Creative Strategy

Visual Hierarchy

SaaS Product Marketing

Motion Storytelling

Partner Co-Marketing

Product-Led Growth

Dreamforce Branding

Event Branding

Product Narratives

AI-POWERED CREATIVE EXECUTION

AI Video Production

AI Product Demos

Prompt Engineering

AI Voiceovers

AI Storyboarding

AI Campaign Ideation

Creative Automation

LEADERSHIP & DESIGN OPS

Stakeholder Management

Design Operations

Team Leadership

Design Reviews

Workflow Optimization

Cross-Functional Alignment

Creative QA

Mentorship

Client Stakeholder Management

TOOLS

Figma

Adobe After Effects

Framer

Synthesia

Sora

ElevenLabs

Premiere Pro

Illustrator

Photoshop

Corel Draw

Notion

Canva

KlingAI

Adobe Firefly

LEARNING

3D Animation

3D Modelling

Character Rigging

PROFILE SUMMARY

Salesforce-ecosystem Creative & Product Design Lead with 11+ years of experience driving **AppExchange optimization**, **SaaS GTM design**, **UI/UX systems**, and **AI-augmented motion-led creative**. Combines strategic design leadership with hands-on delivery across **Figma design systems**, onboarding flows, landing pages, campaign assets, event branding, and AI-assisted video/content production.

Uses AI tools including **Synthesia**, **Sora**, **Adobe Firefly**, **ElevenLabs**, **Jasper AI**, and **ChatGPT** to accelerate product demos, onboarding videos, creative ideation, motion storytelling, campaign production, and stakeholder-ready design outputs. Partners with Product, Engineering, Sales, and Growth teams to build scalable design systems, improve workflows, and deliver measurable impact across adoption, conversion, engagement, and pipeline contribution.

KEY ACHIEVEMENTS

60%

Lead generation increase via SaaS demos, explainers & onboarding videos

50%

Higher conversion rate from CRO-informed UX & landing page revamps

38%

AppExchange install conversion lift after listing redesign across 4 products

45%

Feature adoption improvement through UX redesign & onboarding flow optimization

48%

Social engagement growth via motion graphics & product storytelling campaigns

25%

Faster design-to-dev handoff via AI-assisted workflows & Figma standardization

PROFESSIONAL EXPERIENCE (11+ YEARS)

Assistant Manager – Design | Creative & Product Design Lead Jan 2025 – Present
360° Cloud Technologies Pvt. Ltd., Noida · Salesforce ISV Partner

- Led **UI/UX strategy** and **product design** across **4 Salesforce-native SaaS products** – directing **interaction design**, **usability walkthroughs**, and **Figma prototypes** that **improved feature adoption by 45%**.
- Directed **AppExchange listing optimization** for **4 products** – redesigning UI screenshots, product visuals, demo narratives, and marketplace assets that lifted **install conversion by 38%** and improved average listing rating from **3.6 → 4.7**.
- Produced motion-led **SaaS onboarding sequences** and product demos using After Effects, **Synthesia**, **Sora**, and AI voiceover workflows – increasing **lead generation by 60%** and lifting session duration from **57s to 1m 36s**.
- Led **stakeholder management** across Product, Engineering, Sales & Growth – structured design reviews, concept decks, and rapid prototypes that reduced feedback rounds from **5 to 2**, cutting iteration time by **60%**.
- Drove **GTM campaign design** for 4 product lines – producing web, email, social & partner-channel assets in **Figma** and **Framer**, supported by prompt-led ideation and fast creative testing, contributing to a **42% lift in pipeline-attributed leads**.
- Revamped **8 product landing pages** using **CRO-informed UX** – refining IA, visual hierarchy, messaging, and product storytelling for a **35% engagement lift** and **50% higher conversion rate**.
- Built a **75-component Figma design system** with shared tokens, variables & component libraries – reducing production rework by **20%** and standardizing SaaS product UI across teams.
- Mentored a team of **3 designers** across motion, UI & **product marketing** – introducing design operations, creative QA, and AI-enabled production workflows that improved execution quality and reduced rework rounds.
- Directed event branding for **Dreamforce**, **World Tour**, **Coalesce 2025** (500+ attendees), and **Mission Ai-Possible** hackathon – leading stage visuals, invites, videos, social creatives, and motion assets for jury members from NASDAQ, PwC, Morgan & Morgan.

EDUCATION

B.Com
Sunrise University, Alwar 2015

11+ Yrs Applied Design Practice
Motion · UI/UX · SaaS Product
Brand Systems · GTM Design

CERTIFICATIONS & LEARNING

- Salesforce Trailhead — AppExchange & GTM Design
- Figma Advanced — Design Systems & Variables
- Google UX Design Certificate
- Generative AI for Creative Workflows
- Prompt Engineering for Design & Content
- Blender 3D — In Progress

NOTABLE EVENTS

Coalesce 2025 & 2026 · 360° Cloud
Full event identity, stage design, videos & digital assets — 500+ attendees

Mission Ai-Possible · 2025
AI-themed hackathon branding, videos, invitations & social creatives; jury from NASDAQ, PwC & Morgan & Morgan

Salesforce Ecosystem · 2025
Dreamforce, World Tours, webinar branding, GTM visuals & motion-led product assets

Binmile Annual Gala · 2023–24
40+ creatives: stage, banners, standees & motion assets for 200+ attendees

Aahar Exhibition · 2020–21
Booth graphics, collaterals & motion visuals for high-footfall expo presence

Design Workshops — Earlier
Employability & design sessions — 100+ participants impacted

OPERATING SYSTEMS

- macOS
- Windows

PORTFOLIO & LINKS

www.riteshkumaar.in
[linkedin.com/in/mrkumaar](https://www.linkedin.com/in/mrkumaar)

PROFESSIONAL EXPERIENCE (CONTINUED)

Senior Motion Graphics Designer (Acting Design Head)
Binmile Technologies Pvt. Ltd., Noida · SaaS & IT Services

Jun 2022 – Jan 2025

- Served as **Acting Design Head**, managing a **team of 5 designers** — building **design review systems**, workload frameworks, and delivery workflows that improved on-time delivery by **30%** across motion, UI, brand, and campaign assets.
- Led **creative direction** across motion graphics, **UI/UX**, branding, and **SaaS product marketing** — owning design quality, storytelling consistency, and execution standards for SaaS and enterprise clients.
- Produced high-performing **motion graphics**, product demos, testimonial videos, and explainer assets — contributing to a **60% increase in lead generation** and lifting average session duration from **57s to 1m 36s** across social and paid channels.
- Partnered with Product, Marketing, and Sales teams to translate SaaS features and service offerings into clear **product narratives**, GTM visuals, campaign assets, and **sales enablement creatives**.
- Executed **GTM campaigns** for SaaS and enterprise clients — delivering 2D animations, explainer videos, **UI mockups**, ad creatives, and social content that improved lead quality and increased online visibility by **40%**.
- Built reusable **Figma design systems**, animation style guides, brand templates, and visual frameworks — standardizing creative output across **6 product lines** and cutting production rework by **25%**.
- Optimised **DesignOps workflows** through Jira tracking, structured handoffs, **creative QA**, and review processes — improving team efficiency by **20%** and reducing revision cycles across projects.
- Mentored **3 junior designers** across motion, UI, visual storytelling, and campaign execution — using structured reviews to reduce revision rounds by **40%** and improve output quality.

Senior Motion Graphics Designer
Cargo Flash Infotech Pvt. Ltd., Gurugram

Jan 2022 – May 2022

- Designed motion graphics, product overview videos, and campaign visuals in After Effects — driving a **35% increase in social engagement** through motion-led **product storytelling** and stronger visual hierarchy.
- Produced **60+ animations**, explainer videos, and motion assets — contributing to a **40% rise in follower engagement** and expanded digital brand presence within 5 months.
- Streamlined animation production workflows — improving campaign execution efficiency by **20%** and supporting consistent on-time delivery across motion and social campaigns.
- Reduced project turnaround by **15–20%** through advanced After Effects & Premiere Pro workflows — enabling faster iteration and high-quality motion output.

Motion Graphics Designer
VKC Nuts Pvt. Ltd., Noida · FMCG / Retail

Sep 2020 – Jan 2022

- Designed motion graphics, product ads, packaging visuals, and digital creatives across web, social, retail, and B2B channels — strengthening brand engagement and product visibility.
- Produced packaging visuals and promotional videos that contributed to a **20% increase in sales** by improving product appeal across retail and B2B markets.
- Delivered **200+ marketing collaterals** across print, digital, and in-store formats — maintaining brand consistency through reusable templates and production workflows.

Graphic & Motion Designer — Early Career

2015 – 2019

CASHurDRIVE · International Traceability Systems · Bliss Marcom · Design O Vista

Designed brand identities, motion graphics, digital creatives, and campaign assets for 15+ clients across advertising, retail, events, and digital marketing — delivering 200+ creative assets and building core expertise in visual systems, typography, composition, and multi-channel campaign design.