Prashant Singh

Senior Motion Designer & Creative Technologist

Bengaluru, India | Open to global remote roles

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Motion video projects: https://vimeo.com/motioneyebrow

Summary

I turn complex B2B software into clear, cinematic stories: AI feature launches, product demos, explainers and enterprise campaigns. After 7+ years in SaaS, I run an AI-native production pipeline and build browser-based motion tools with Claude, so craft and creative technology sit in one workflow.

Work Experience

Senior Motion Designer, Specialist & Interaction

Simpplr | Bengaluru, India (Hybrid) | Jun 2025 - Aug 2026

AI-powered employee experience platform

- Own motion end to end for AI feature launches, product demos, explainers and enterprise ads, from concept and style frames to animation, edit, colour and sound.
- Built an AI video pipeline (Seedance, Gemini Veo, Firefly) that replaces stock footage with on-brand generated footage, guided by a structured context-prompting method.
- Built a colour-system web tool with Claude, now in production use, and automated repetitive edits for faster delivery.

Selected work: EX Agent, Comms AI, Style frames, Enterprise ads

Senior Motion Designer & Interaction

LambdaTest | Bengaluru, India (Hybrid) | Feb 2023 - Jun 2025

Cross-browser testing platform

- Made product feature films, tech promos, product demos and event showcase videos with the Creative Storytelling and Design team.
- Early adopter of generative AI for style-frame ideation, using prompt engineering to explore directions faster.

Selected work: Test Case Management, Year Update

Motion Designer & Interaction

Hubilo | Bengaluru, India (Remote) | Feb 2020 - Mar 2023

Hybrid event platform

- Designed style frames with the Creative Director and produced interaction guides, tech promos and event motion edits.
- Created a reusable motion template system for recurring event, podcast intro and title work.

Selected work: Interaction guide, Podcast intros, Template system

Motion Graphic Designer, freelance

Envato | Remote | Jun 2018 - Feb 2020

Online community for creative assets

- Authored ready-to-use After Effects templates for creators worldwide.

Selected Projects

Live sites, a design system and playable tools. Each one designed first, then built with Claude.

- **FlytBase concept home page** (immersive drone site): Scale your drone program from one site to many, told through scroll-driven motion. https://flytbase-landing-page-concept.pages.dev/
- **NestGen Motion System** (system design): Scan, connect, route, resolve: four verbs with developer-ready motion tokens. https://nestgen-motion-system.pages.dev/
- **Web play tools**: Noren (brush a curtain of glyphs and play a santoor, a guzheng or a koto), Glyphosaurus (steer a dinosaur through a 3D world made entirely of ASCII), Halcyon Bio-Scan (a fictional medical console with glass anatomy and live vitals), Glass Cube (a playable puzzle cube of glowing glass).
- **Motion tools**: Bloomwire, Motion Swash, Flowdrop.
- **Micro-interactions**: Filebox Studies, Tactile Lab.
- **Full assignment**: FlytBase x NestGen site, film and system
- **Chrome extensions**: Font Detective, VoxFlow TTS, Clarity (free downloads, with a one-minute install guide).
- **Live websites**: Tend, Widget Control and The Lab (15 live sites).

Skills

Motion and Video: After Effects, Premiere Pro, Cinema 4D, Spline, kinetic typography, colour grading, sound design, video editing and post-production

Interaction: Rive, Lottie, Figma, micro-interactions, responsive animation, motion design systems

Generative AI: Seedance, Gemini Veo, Firefly, Higgsfield, Runway, Recraft, Figma Make, Google Stitch, AI voiceover and sound effects

Build with AI: Claude, ChatGPT, Gemini, prompt and context engineering, MCP workflows

Design Craft: Storyboarding, style frames, script visualisation, data visualisation, motion research, Illustrator, Photoshop

Education

Motion Design & Communication
National Institute of Design | Feb 2018 - Jun 2020

Advanced Motion Design & Interaction
School of Motion (online) | Feb 2021 - Jun 2023

B.Com
R.D. National & W.A. College | Apr 2012 - Jul 2017

Interests

Reading and study: The Design of Everyday Things; 100 Things Every Designer Needs to Know About People; Grid Systems in Graphic Design; Gestalt principles; Human-computer interaction; Spatial design.
Outside work: Music, Travel, Sneakers