

Sajid K

Creative Leader | AI Filmmaker

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Professional Summary

Creative Leader and AI Filmmaker with 10+ years of experience producing launch campaigns, product films, brand stories, and digital content for high-growth technology companies including Ola Electric and ClearTax. Experienced in combining creative strategy, filmmaking, motion design, and generative AI workflows to produce high-impact visual content. Skilled in AI-powered storytelling, video generation, editing, and using tools such as Higgsfield, RunwayML, ElevenLabs, Premiere Pro, and After Effects. Eager about pushing the boundaries of AI filmmaking while maintaining quality and strong narrative execution.

Expertise

Creative Direction | AI Filmmaking | Brand Strategy | Marketing Design | Campaign Development | Film Production | Motion Graphics | Video Editing | Visual Storytelling | Team Leadership | Design Systems | Content Strategy | Cinematography | Product Marketing

Creative Expertise

- Create AI-powered films, commercials, product videos, and brand narratives end to end using cutting-edge generative-AI tools.
- Design and scale generative-AI production workflows that accelerate ideation, storyboarding, visual development, video generation, and post — without compromising craft.
- Build and scale brand concepts, identities, and consumer experiences by leading cross-disciplinary creative teams across design, motion, content, filmmaking, and production.
- Develop integrated marketing campaigns and product launches that drive business growth, customer engagement, and brand visibility.

- Direct end-to-end creative execution — from concept and storytelling through production, post, and campaign deployment.
 - Translate business objectives into creative strategies that align brand vision, customer needs, and commercial goals.
 - Mentor and develop creative talent, fostering a culture of collaboration, innovation, ownership, and continuous improvement.
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Professional Experience

ClearTax

Design Lead

May 2025 – Present

- Lead the marketing design strategy across brand, product, and campaign communication.
- Ensure creative alignment with the company's vision and business objectives in collaboration with the CFO and other CXOs.
- Define and maintain a unified design language across all marketing and product initiatives.
- Shape brand aesthetics, product positioning, and campaign storytelling for new launches.
- Supervise and mentor senior and junior designers to deliver consistent, high-quality output.
- Produced AI-powered marketing films, product explainers, and social content using generative AI workflows for rapid concept-to-delivery execution.
- Integrated AI tools into the creative process, accelerating storyboarding, visual development, video production, and post-production workflows.
- Manage team productivity, workflows, and leave planning for smooth operations.
- Review creative effectiveness and guide data-backed design decisions impacting business outcomes.

Key Projects:

ITR 2025 Campaign, ClearTax AI Product, Social Media Marketing, AI Campaign Films, AI Films, Cyber Security Campaign, *Idhar Nahi Toh Kidhar* Campaign

Ola Electric

Lead Graphic Designer (Manager – Design)

April 2021 – April 2025

- Directed large-scale product launches, brand campaigns, films, and integrated marketing initiatives reaching millions of consumers across digital and offline channels.
 - Led concept development, scripting, creative direction, editing, and post-production for launch campaigns, event films, and product storytelling initiatives.
 - Directed and managed a multi-disciplinary design team, overseeing strategy, execution, and brand consistency across **100+ campaigns annually**.
 - **IPO**: Contributed to the design of the Draft Red Herring Prospectus (DRHP) and IPO roadshow materials, playing a key role in enabling a successful IPO launch within six months.
 - **Sales Growth Campaigns**: Led campaigns like *End ICE Age* and *Bharat EV Fest's BOSS Campaign*, driving a 20%+ increase in quarterly sales.
 - **Market Leadership**: Directed films on EV awareness, product features, and services, contributing to Ola's #1 position as India's top EV seller.
 - **Historic Launch Events**:
 - *Mission Electric*: Orchestrated designs for a record-breaking event with 1 lakh pre-bookings in 24 hours and 445,000 online viewers.
 - *End ICE Age* (Gen2 Ola S1 Pro): Achieved 75,000 bookings in two weeks through cohesive branding and marketing materials.
 - Sankalp 2024: Directed design for Sankalp 2024, overseeing films, social content, and live visuals for an event with 5,000 attendees and 300,000 online viewers.
 - **Gig Worker Campaigns**: Onboarded over 10,000 delivery and ride partners in Bangalore via targeted content.
 - **Digital Engagement**:
 - Teaser campaigns for Ola motorcycles garnered 39,000 live viewers.
 - MoveOS 3 campaign attracted 30,000 beta users, with 200,000 updates post-launch and 80,000 live event viewers.
 - **Store Expansion**: Standardised designs for 1,000 Ola Electric Stores nationwide in under two years.
 - **Community Building**: Organised the *Unity Ride* with 50,000+ participants across 30 cities, managing 30 cinematography teams for content production.
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Senior Graphic Designer

July 2020 – April 2021

- Art directed the team, ensuring design quality across business verticals and social campaigns, maintaining brand cohesiveness and design standards.
- Designed investor keynotes and board presentations, helping secure \$200 million in funding at a \$5 billion valuation.

- Created high-impact product launch decks and corporate identities, enhancing brand integrity across verticals.
- Designed Ola's office spatial branding, elevating workspace aesthetics and employee engagement.

Graphic Designer

Jan 2019 – July 2020

- Designed and animated trend-setting social media posts, boosting audience engagement across digital platforms.
 - Produced creative materials that directly supported marketing objectives, delivering measurable impact on campaign ROI.
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MarketoLabz | Graphic Designer

Sep 2017 – Feb 2018

- Designed and delivered marketing materials, enhancing brand presence for multiple clients.

Wordrobe Agency | Graphic Designer

Jan 2017 – Sep 2017

- Developed motion graphics and managed social media content for diverse clients, increasing platform engagement.

The MasterBuilder | Digital Production Designer

Feb 2015 – Dec 2016

- Created print advertisements and magazine layouts, developing foundational design skills and attention to detail.
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Key Projects & Achievements

- **Sankalp 2024:** Directed design for a flagship event attended by 5,000 on-site and 300,000 online viewers, driving significant brand recognition.
- **Hyper Sunday:** Boosted scooter sales 10x through a limited-time campaign featuring extended hours and special offers.
- **EV Community Trust:** Delivered reputation-building films and campaigns, enhancing consumer trust in EVs.
- **Gen3 & Motorcycle Films:** Directed 3D launch films viewed over 1M times, amplifying digital reach.

- **Service Centre Films:** Celebrated milestones with impactful films for the 500th and 600th service centre openings.
 - **Short Films:** Ideated, directed and shot short films which has amassed millions of views on Instagram alone.
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Technical Proficiency

Adobe Creative Suite (Premiere Pro, After Effects, Photoshop, Illustrator, Lightroom)
Figma | Keynote | Google Tools

AI Tools:

Nano Banana, OpenArt, Midjourney, Runway, Veo, Higgsfield, Suno, ElevenLabs,
ChatGPT, Claude

Education

Bachelor of Computer Applications | Acharya Institute, Bangalore | 2012 - 2015
(Course Completion)

PUC - Commerce | Janatha HSS, Naduvattam, Kerala | 2010 - 2012

Languages

R-W-S: English, Malayalam, Tamil,

R-W: Arabic, Hindi

Other Interests

Social Media Content Creation, Movies