



Jeevan James Kennedy

Art Director | Motion & Graphic Designer | Gen AI Creative | Photographer
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Profile

Art Director and Designer with **4+ years** of experience across retail, tech, and agency environments. I blend creativity, strategy, and technology to craft striking visuals, campaigns, and brand experiences. Skilled in **Motion and Graphic Design, 3D, UX/UI, and Generative AI**, I bring stories to life through high-quality Marketing Materials that balance innovation with brand consistency. I thrive in fast-paced environments and love pushing creative boundaries to deliver modern, polished work that resonates.

Expertise

Creative Concept Development, Visual Direction and Design, Team Management & Leadership, Collaboration, Project Management, Quality Control, Presentation

Experience

Art Director / Graphic Designer | eShipper

May 2024 - Present | Brampton, ON, Canada

- Leveraged Generative AI for visual direction and video production, improving workflow efficiency and reducing production time by 30%.
- Led the design and execution of creative assets for PPC and social campaigns across print and digital.
- Produced an animated platform demo video and supervised the full production process.
- Designed event materials including posters, brochures, and merchandise, boosting brand visibility

Graphic Designer / Video Editor | EMR Shielding Solutions

Nov 2023 - April 2024 | Woodbridge, ON, Canada

- Delivered 10+ package designs and 40+ product photoshoots for web and social platforms.
- Created strong e-commerce visuals and led rebranding efforts, contributing to a 10% increase in Amazon FBA sales.
- Applied solid expertise in typography, color theory, and layout for consistent brand communication.

Jr. Art Director | Scaler Academy

Jun 2022 - Jul 2023

- Directed and reviewed photoshoots for print and digital, ensuring strong brand alignment.
- Managed and optimized PPC ad creatives across multiple platforms.
- Produced performance-driven motion graphics and animations using After Effects and Blender, increasing CTR by 2% and reducing CPL.
- Contributed to the core design team for the launch of Scaler School of Technology.

Awards: Needle Mover 2023

Student Creative Experience

3D Animation & Graphic Design Roles

Foscher, Interactive Avenues (IPG Mediabrand), Eunoians,

2020-2022

- Produced a 3D animated short film “Take Me Back” at Eunoians Creative Studio for my graduation project, selected among the Top 5 projects of the year.
- Designed performance creatives, social ads, and motion-graphic content for global brands like Xiaomi and Cafe Coffee Day during my internship at Interactive Avenues (IPG Mediabrand).
- Created posters, brochures, social media creatives, and event marketing materials at Foscher Pvt. Ltd, contributing to stronger brand visibility and engagement.
- Developed a launch video for Foscher’s Australian store opening.

Tools & Skills

Traditional Tools

Figma, Adobe Photoshop, Adobe Light room, Adobe Illustrator, Adobe Indesign, Adobe Premier Pro, Adobe After Effects, DaVinci Resolve, Blender

Generative AI Tools

Adobe Firefly, Midjourney, Sora, Runway ML, Kling AI, Freepik AI Suite, Google Veo / Nano Banana

Education

Post-Graduate Certificate: Digital & Content Marketing

Sep 2024 - Apr 2025

York University, Toronto, ON, Canada

Post-Graduate Certificate: Advertising Art Direction

Sep 2024 - Apr 2025

Humber College, Etobicoke, ON, Canada

Awards: Advertising Art Direction Dean’s List Fall 2023 / Winter 2024

Bachelor of Design: Fashion Communication

Sep 2024 - Apr 2025

National Institute of Fashion Technology

Awards: Meritorious Student of the Year - 2022 Fashion Communication.