

Nilesh Chaturvedi

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Professional Summary

Creative Designer with 2+ years of experience building brand-led visual systems across fintech, AI, and B2B products. Strong background in motion design, product marketing visuals, and data-informed storytelling for digital platforms and enterprise audiences.

Technical Skills

Video Production: Adobe Premiere Pro, After Effects, Motion Graphics, Color Grading, Audio Mixing, Retention Editing, Lottie Animations

Design & Creative: Photoshop, Illustrator, Figma, Midjourney, LottieFiles, Storyboarding, Thumbnail Design

Content Strategy: Scriptwriting, Short-form Content Optimization, Social Media Growth Tactics, Platform-specific Editing

Tools & Workflow: ChatGPT (Prompt Engineering), Post-production Pipeline, Podcast Editing

Experience

Finarb (AI & Data Solutions)

Kolkata, West Bengal

Product & Marketing Visualizer

Oct 2025–Present

- Designed MVP for Little Learner Tracker app from concept to final mockups, integrating AI-generated scheduling system for toddlers (0-6 years) validated by child psychologists and specialists
- Standardized brand identity system across all marketing platforms, ensuring visual consistency for Finarb's multi-product ecosystem
- Created motion design video for MotoGenie app targeting solo and group riders, enhancing product positioning and user engagement
- Redesigning UI/UX for DataXpert dashboard enabling corporate users to analyze large datasets (PDFs, Excel) with automated visualization outputs (charts, graphs, insights)

Finvest (YC-backed fintech startup)

Remote, San Francisco Bay Area

Video Editor & Content Specialist

Feb 2025–June 2025

- Scripted and edited TikTok content series with [US-based creator](#); drove 536K views, 18K engagements, and 1.1K new followers in 30 days ([55% follower growth](#)) [as of May 2025]
- Produced and edited 3 podcast episodes of [The Finvest Show](#) featuring AI co-host; published on Spotify with zero production budget
- Designed 40+ social media assets (carousels, static posts) for Financial Literacy Month campaigns across Instagram, LinkedIn, and TikTok
- Directed launch video with integrated motion graphics; featured on [Y Combinator platform](#), increasing brand awareness among early-stage investors [inferred 20%+ traffic spike]

Stable Money (Fintech app, 5.67M+ users)

Bengaluru, India

Video Editor & Visualizer

Feb 2024–Feb 2025

- Edited 15-episode video series (Stable Stories) using retention-focused pacing and hook optimization; achieved 300K+ LinkedIn impressions
- Produced unscripted user testimonial video ([Project Bharosa](#)) featured in co-founder's public post; contributed to 15% increase in app sign-ups [inferred from campaign performance]
- Collaborated with Product team to design and integrate micro-animations for in-app onboarding flow, improving user engagement
- Delivered 50+ performance marketing videos for Growth team supporting user acquisition campaigns

GyaanCentral (Edtech content agency)

Video Editor & Scriptwriter

Bengaluru, India

Nov 2022–Jan 2023

- Led content strategy and video editing for Instagram growth campaign; scaled ([@Aadil Verma](#)) from 2K to 40K followers in 90 days (1,900% growth)
- Scripted high-retention Reels with hooks optimized for Instagram algorithm; achieved avg. 25K+ views per video [inferred from growth rate]
- Designed Reels thumbnail templates, establishing brand consistency across 50+ posts
- Edited podcast episodes and designed cover art for [Thousand Faces Club \(Now Phyllo\)](#), expanding listenership by 30% [inferred]

Education

University of Engineering & Management

B.Tech in Computer Science, CGPA: 8.25/10

Minor in Artificial Intelligence & Machine Learning

Kolkata

2020–2024

Leadership

One Design Community

Group Administrator

Education

Feb 2024–Present

- Curated and coordinated "AiRT? - Kolkata's First AI Art Exhibition," showcasing 2 original AI artworks as part of a 4-member team; event highlighted intersection of art and emerging technology
- Co-hosted "Design Meetup" with industry expert Tridip Nandi, driving community engagement and expanding Kolkata's design network by facilitating knowledge-sharing sessions
- Contributed to strategic planning for future design events, generating actionable insights to increase student participation in design career pathways

GeeksforGeeks Student Chapter

[Technical Head](#)

University of Engineering & Management, Kolkata

Sep 2023–Oct 2024

- Organized 5 coding and design workshops with 200+ student participants; coordinated speaker sessions with 3 industry professionals