DHARMESH SATAPARA

CREATIVE LEAD | AI CREATIVE TECHNOLOGY | MOTION & VIDEO | CREATIVE STRATEGY

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PROFESSIONAL SUMMARY

Creative Leader and AI Creative specialist with 13+ years of experience across motion design, visual storytelling, video production, generative AI, and creative operations. Accomplished in leading cross-functional creative teams, developing visual concepts, building content pipelines, and leveraging emerging AI technologies to elevate creative production and product experiences.

At Invideo, led large scale creative initiatives across AI-generated video, motion templates, and Studio content, collaborating directly with product, design, and engineering teams to identify user needs, evaluate AI model outputs, improve creative quality, and deliver high volume content systems at scale. Combines hands-on expertise in motion and visual design with creative strategy, team leadership, prompt optimization, and user-driven design iteration. Proven track record of bridging artistic excellence, technical workflows, and core business metrics.

CAREER HIGHLIGHTS

- **12+ Years Experience:** Creative leadership in graphics design, motion design, video production, and visual storytelling.
- **100+ Featured AI Showcases:** Produced for InVideo AI v3.0 & v4.0, driving model evaluation and output quality improvement.
- **500+ Video Templates:** Conceptualized and launched 500+ Studio templates.
- **8 Distributed Design Teams:** Led across creative direction, production planning, quality assurance, and feedback loops.
- **Cross-Functional Bridge:** Successfully connected Creative, Product, Engineering, Marketing, and AI research teams.

CORE COMPETENCIES & LEADERSHIP

- **Creative Leadership:** Creative direction, Team leadership & Mentorship, Creative operations, Production management, Cross functional collaboration, QA & Feedback systems.
- **Creative Strategy:** Visual storytelling, Concept development, Content strategy, Trend & competitive Analysis, User-driven Iteration, Design systems.
- **AI & Creative Technology:** Generative AI workflows, AI video generation, AI Image synthesis, Prompt optimization, Human in the loop integration, Creative automation.
- **Design & Production:** Motion design, Video editing, Template architecture, Digital asset creation, Interactive media.

PROFESSIONAL EXPERIENCE

InVideo Studio/AI
(Creative & AI Design Lead | 2020 – 2025 | Mumbai, India)

- Led creative initiatives across AI-generated video, motion design, and digital content, combining creative strategy, visual storytelling, and emerging AI technologies to develop scalable content experiences.
- Spearheaded generative video showcases for InVideo AI v3.0 and v4.0, creating **100+ featured showcases** while identifying AI output limitations, visual inconsistencies, and product bugs; collaborating directly with product teams to enhance model coherence and video output fidelity.
- Directed the end-to-end development of **500+ creative video templates**, using user testing, Amplitude telemetry, market trends, and competitive research to identify content opportunities and elevate template performance.
- Managed **8 project-based design teams** responsible for **400+ Studio templates**, overseeing creative direction, briefs, production planning, quality control, feedback, and delivery.
- Worked cross-functionally with product, design, and marketing teams to translate user needs, creative trends, and business objectives into scalable visual content and product experiences.
- Contributed to AI avatar and UGC initiatives, establishing repeatable human-in-the-loop workflows for emerging generative video creation.
- Established scalable creative workflows combining traditional design principles with generative AI tools to accelerate concept development, production turnaround, and creative experimentation.
- Supported creative strategy for InVideo Studio through trend analysis, seasonal opportunities, search behavior, user insights, and content performance metrics.

InsideIIM / Kampus App
Senior Motion Graphic Designer & Video Lead | 2018 – 2020 | Mumbai, India

- Led video and visual content production for national corporate brands and top-tier business schools, managing a team of 3 video editors and coordinating with writers and producers across concurrent projects.
- Developed campaign films, explainer videos, teasers, and digital communication assets from concept through final production.
- Created multi-format design collaterals, digital e-books, infographics, and social media campaigns to strengthen brand positioning and audience retention.

Paper Boat Apps
Senior Graphic Designer / Illustrator / Animator | 2015 – 2018 | Mumbai, India

- Managed character design, stylized background environments, and 2D gameplay animation for top-ranking mobile applications.

- Designed core mechanics and level extension concepts that directly supported engagement, retention, and session length.
- Partnered closely with game developers and UI/UX designers to translate narrative storyboards into optimized interactive visual assets.

MobiEos Software
Game Design Lead | 2014 – 2015 | Mumbai, India

- Led a creative team of 3 artists in conceptualizing mobile game mechanics, narrative direction, and visual aesthetic treatments.
- Bridged initial concept art and development engine implementation, establishing streamlined asset handover processes and QA standards.

SAPTA IDC
Illustrator & Graphic Designer | 2013 – 2014 | Mumbai, India

- Transitioned in-house creative output from static concept illustration to dynamic 2D motion graphics.
- Synthesized abstract institutional themes into persuasive visual narratives, animations, and marketing presentations.

TOOLS & TECHNICAL STACK

Category	Tools & Technologies
Design & Motion	Adobe After Effects, Adobe Premiere Pro, Adobe Photoshop, Adobe Illustrator, Figma, DaVinci Resolve
AI Video & Media	Sora, Veo, Runway, Kling, Seedance, Midjourney, Adobe Firefly, Nano Banana, Flux, Topaz Video AI
AI Text & Audio	ChatGPT, Gemini, ElevenLabs, Suno

EDUCATION

- **Post Graduate Diploma in Animation Design**
  MIT Institute of Design, Pune *(2010 – 2013)*
- **Bachelor of Fine Arts (BFA)**
  Sheth C. N. College of Fine Arts, Ahmedabad *(2005 – 2009)*