Wasib Qureshi

Senior Motion Designer & Creative Technologist | GenAI Video Workflows

Mumbai, India | Open to remote roles in any time zone | +91 99203 28060 | email.wasibqureshi@gmail.com
Portfolio: **wasibqureshi.com** | Showreel: **wasibqureshi.com/reel** | LinkedIn: **linkedin.com/in/wasibqureshi**

SUMMARY

Motion designer with 18 years in design and animation, 12 of them in motion design for finance, insurance, automotive and B2B SaaS brands, including DSP Mutual Fund, Bajaj Auto, KTM, ICICI Lombard and Tata AIA. Led a multidisciplinary video team for six years.

I also build the tools I work with: a commercially released After Effects extension, pipeline and asset managers, and AI video workflows in ComfyUI, Weavy, Magnific and HeyGen. The result is the same quality of animation, delivered faster and at larger volume.

KEY RESULTS

- **400+ videos** produced end to end, averaging **four working days** from storyboard to final delivery.
- **25+ brand clients** across finance, insurance, automotive and B2B SaaS.
- **Six years** leading a multidisciplinary video team; **UniPalette** launched as a paid After Effects extension in 2026.

EXPERIENCE

Freelance Motion Designer & Tool Developer
Oct 2023 – Present

Fresh Perspective Studio, Mumbai (Remote)

- WebEngage (B2B SaaS): animated the full marketing website in Lottie and built the interactive scroll-driven homepage, from the hero to six product sections.
- Tata AIA Life Insurance: produced AI avatar presenter videos, from script and reference image to finished film.
- Axis Finance: delivered AI-dubbed versions of existing video content.
- Built and launched UniPalette, a paid After Effects extension for project-wide colour palettes, sold in Free, Pro and Team tiers.
- Mio Design and WebEngage: freelance AI video, with workflows in ComfyUI, Weavy, Magnific and HeyGen for content generation, automation and personalised video.

Video & Motion Design Lead
Apr 2017 – Oct 2023

Mio Design Pvt. Ltd., Mumbai | Promoted to Lead in 2017

- Led the full pipeline, from storyboard and animation to shoot and edit, with a multidisciplinary team of six: video editors, animators, a motion designer and an illustrator.
- Ran the video vertical end to end, from client brief to delivery.
- Delivered campaigns, product films and explainers for DSP Mutual Fund, Bajaj Auto, KTM, Husqvarna, ICICI Lombard, Tata AIA, AIG and Bajaj Allianz Life.
- Built the studio's AI video workflow in ComfyUI and HeyGen, which produced all of Mio's AI video content.

Motion Designer
Mar 2014 – Mar 2017

Mio Design Pvt. Ltd., Mumbai

- All-round video role covering storyboard, animation, shoot and edit across multiple brand accounts.

CG Artist
May 2013 – Feb 2014

Prana Studios, Mumbai

- Hair simulation on Disney's Tinker Bell and the Pirate Fairy. Credited in the film.

EXPERIENCE (CONTINUED)

Senior Graphic Designer
Apr 2009 – Aug 2012

Signage World, Mumbai | Promoted from Graphic Designer in 2009

- Led the design team on indoor and outdoor advertising for Hindustan Unilever, Budweiser, Amul, TI Cycles, Carlsberg, GSK and Bharti AXA.
- Taught myself After Effects here and moved from print into motion.

Graphic Designer
Feb 2008 – Mar 2009

Signage World, Mumbai

- Print and signage design for corporate brands; brand identities for Wine Life and Veg Bite.

TOOLS BUILT

- **UniPalette (launched Sept 2026):** After Effects extension for global colour and gradient swatches. Click applies a fill, Alt-click a stroke; palettes save inside the project and import from .ase. Built with React, TypeScript and ExtendScript. wasibqureshi.com/tools/unipalette
- **CAMP:** creative asset and pipeline manager for motion projects. Taught myself C++ to build it.
- **OrgaNICE:** digital asset management tool, the first generation of CAMP.
- **AeSubtitler:** After Effects subtitling tool.
- **Illustrator packaging script:** collected linked files and fonts for handover, before Adobe shipped the same feature natively.
- Also: Nuke gizmos, Photoshop batch actions and several After Effects utility scripts.

SKILLS

- **Motion and design:** After Effects, Illustrator, Photoshop, Premiere Pro, Lottie, storyboarding, 2D animation, explainer and product video
- **AI video:** ComfyUI, Weavy, Magnific, HeyGen, AI avatars, AI dubbing, prompt design, personalised video workflows
- **Technical:** ExtendScript, After Effects CEP extensions (React, TypeScript), pipeline and asset management tools
- **Leadership:** multidisciplinary team lead, client briefs, creative direction, review and delivery
- **Languages:** English, Hindi

EDUCATION

- Diploma in VFX & Compositing, Zee Institute of Creative Arts (ZICA), 2012 – 2013
- Bachelor of Commerce, KES College, University of Mumbai, 2007 – 2012

CERTIFICATIONS

- Prompt Design in Vertex AI skill badge, Google
- Creator Course, Meta
- Designing Effective Harnesses for AI Agents

SELECTED WORK

- **Emkay Wealth Naavik App**: wasibqureshi.com/works/naavik
- **Bajaj Allianz AWG Platinum**: wasibqureshi.com/works/balic-awg-platinum
- Full portfolio: wasibqureshi.com/works