

SAJIN ASOKAN

2D ARTIST / CREATIVE LEAD

A highly skilled 2D artist with 12+ years of experience in Concept Art, Illustration, UI Design and GenAI tools, specializing in crafting visually compelling art, intuitive interfaces and AI-driven creative workflows. Proficient in industry-standard tools, with experience leading teams and managing projects to bring creative visions to life.

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cloudno44@gmail.com

Bengaluru, India

[My UI / Art Porfolio](#)

[My Youtube Channel](#)

WORK EXPERIENCE

Key Responsibilities

- Sept 2025 - Present
ASS. CREATIVE DIRECTOR
Pocket FM
 - Create AI-driven video content for narrative stories
 - Creation of promo materials using generative models
- Aug 2022 - Nov 2023
GRAPHIC/ UI DESIGNER
Juspay, Bengaluru
 - Conceptualization/ Creation of in-App interfaces and illustrations
 - Visualization of promotional creatives
- Jun 2017 - Jul 2022
SR.ARTIST/ ART DIRECTOR
Byju's, Bengaluru
 - Led teams as an Art Director and Team Lead
 - Conceptualization/ Creation of in-App interfaces and illustrations
- Jan 2017 - May 2017
SR. CREATIVE VISUALIZER
Wildbeez Interactive
 - Visualization of advertisement ideas/ Storyboarding
 - Vector Illustration for animated videos
- May 2014 - Jul 2016
2D GAME/ UI ARTIST
Learning Yogi, Bengaluru
 - Concept Art/ Storyboarding / Creation of 2D assets for games and illustrated books
 - Developed a signature Art-Style and Brand Guidelines
- Jan 2010 - Oct 2012
CONCEPT ARTIST
Aten Inc, Trivandrum
 - Concept Art/ Storyboarding / Texturing Artist

EDUCATION AND CERTIFICATIONS

- 2003 - 2007
B-TECH IN ELECTRONICS AND INSTRUMENTATION
Self Employed
- 2008 -2009
DIPLOMA IN ANIMATION
Toonz Animation Academy, Trivandrum
- Online Certification
GAME AND INTERACTIVE MEDIA DESIGN
Coursera/ Cal Arts



Skills



Softwares



BIO

Born	Apr 27, 1985
Gender	Male
Nationality	Indian