# Ajay Kumar B

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## SUMMARY

As a recent graduate with an **MSc in Digital Design and Branding** from **Brunel University London** and over **3+ years** of experience in Graphic Design, UX/UI Design and Web Development, I am actively seeking opportunities as a **Graphic Designer** or **UX/UI Designer**. Additionally, **I have the right to work in the UK.**

## EDUCATION

**MSc in Digital Design and Branding**, **(2:1)** | Brunel University London | 2022 – 2023
- **Modules:** : Digital Media Technologies, Digital Design, Brand Experience Design, Digital Branding Strategy

**B.Tech in Information and Technology, (1st)** | Easwari Engineering College | 2014 - 2018
- **Modules:** Database Management Systems, Graphics & Multimedia, Web Programming, Software Testing

## WORK EXPERIENCE

**Graphic Designer and Developer** | Freelance | March 2020 – December 2023 | India
- Crafted eye-catching **social media posts** and **advertisements**, resulting in a **25%** increase in user engagement and generating over **50+** leads for the client
- Produced engaging **video** content for a product launch, leading to a **15%** increase in pre-orders
- Boosted **CTR** ( Click through rates) by **35%** with engaging **digital assets** across various online platforms
- Integrated **UI animations**, enhancing user interactions by **10%** and bringing interfaces to life
- Developed **10+** successful **WordPress** websites, cutting development costs by utilizing CMS for e-commerce and other platforms
- Improved client's product photos, enhancing **visuals** and user experience, resulting in a **40%** increase in website engagement

**Web Developer and UX/UI Designer** | MazeCluster Technologies | December 2019 - May 2022 | Chennai, India
- Led the redesign and re-development of a company website, resulting in a **40%** increase in user engagement
- Performed in-depth user research to develop **user personas** & **customer journeys** to inform UX design decisions, resulting in improved product usability across **5+** projects
- Optimized **wireframes** for smoother user experiences, resulting in faster task completion and increased user satisfaction
- Conducted **user testing** sessions, resulting in a **25%** increase in user satisfaction levels and product adoption rates
- Created interactive **prototypes**, slashing development time by **35%** and accelerating product iterations

## EXTRACURRICULAR ACHIEVEMENTS

- **READY Programme 2022-23, Brunel University London -** Certified as top **25** team for designing a Health Education & Medical Consulting App for the Mayukwayukwa refugee settlement in Zambia, offering a sustainable solution.

- **Visual & UX/UI Design Certification Program, Buff Institute of Design -** Completed a **6-month** certification program and secured an A grade, demonstrating a strong understanding of design principles and practices with a portfolio.

## LANGUAGES, SKILLS AND TOOLS

- **Languages:** English (Fluent), Tamil (Fluent)

- **Skills:** Branding | UX/UI Design | Video Production | Story Boarding | Typography | Animation | Wireframing | Prototyping

- **Tools:** Adobe Creative Cloud ( Illustrator, XD, Premiere Pro, Photoshop, After Effects, Lightroom, InDesign, Rush) | Figma | Balsamiq | Canva | HTML | CSS | JavaScript | Bootstrap | MS SQL | WordPress | Webflow