

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

Supervisor | Holland & Barrett | November 2023 – Present | London

- Led in-store visual merchandising and promotional designs, increasing customer engagement and contributing to sales growth
- Managed and trained a team of **17** in a fast-paced retail environment, contributing to a **35%** increase in monthly sales

Graphic Designer/Web Designer | Freelance | March 2021 – May 2024 | India

- Crafted engaging social media **posts** and **ads**, boosting user engagement by **25%** and generating **50+** leads for the client
- Produced **videos** and **animations** for websites and social media, leading to a **40%** rise in viewer interaction
- Designed promotional materials such as banners, posters, menu cards, flyers & business card for several clients
- Worked on **e-commerce site redesigns**, generating a **30%** increase in sales conversions through improved UX/UI

Web Developer and UX/UI Designer | MazeCluster Technologies | December 2019 - May 2022 | India

- Conducted **user research** and designed user-friendly interfaces, achieving user satisfaction and meeting their needs
- Created **wireframes** and **prototypes** for web and mobile apps, improving user experience and reducing drop-off rates by **15%**
- Established user feedback loops via **surveys** and **interviews**, resulting in a **50%** increase in relevant feature requests
- Developed **10+** successful **WordPress** websites, cutting development costs by utilizing CMS for e-commerce and other platform

ACADEMIC PROJECTS

The Ultimate Care Platform for Caregivers & Carers | UX/UI Designer, Graphic Designer & Web Developer

- Made **70+ screens** and an interactive **prototype** for CareNetwork App, ensuring seamless user journey from research to final UI
- Put together a logo, moodboard, mockups and a promo video for the app, combining all resources to engage the audience

The Hungry Otaku – Taste of Anime | Digital Designer

- Headed brand creation, mastering identity and implementing **marketing strategies** to elevate brand awareness
- Built engaging mockups, posters with anime characters, logo reveal and food menu video boosting brand curiosity

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