

Ajay Kumar Balasubramanian

Flat: 195, Trinity Square, 23-59 Staines Road, Hounslow, TW3 3GF

Portfolio: <https://ajaykumar.co.uk/>

+44 7767923648 | bajaykumar7805@gmail.com | <https://www.linkedin.com/in/ajay-kumarb97/>

SUMMARY

- A Seasoned **Website Developer & Designer** with 3+ years of experience in building websites from scratch and using popular technologies such as WordPress, Wix, and Webflow.
- Bringing a developer's perspective to **UX/UI design**, I actively contribute to creating interfaces that prioritize user needs and experiences, leveraging a deep understanding of UX design concepts to ensure practicality and feasibility.
- Dynamic and innovative **Graphic Designer** with extensive experience in creating compelling digital and print materials.

WORK EXPERIENCE

Digital Designer & Developer | Freelancer

March 2020 to Present

- Crafting visually compelling brand assets for print and digital media, including logos, graphics, and promotional materials, ensuring a consistent and memorable brand presence across various platforms.
- Implementing effective design methodologies, focusing on user experience and interaction design, to develop intuitive and engaging interfaces for web & mobile applications tailored to user needs.
- Producing animated content, including gifs, MP4 videos, and promotional videos for various brands, while adhering to brand guidelines.
- Transforming website designs into fully functional websites using popular Content Management System platforms such as WordPress, Wix and Webflow, leading to a substantial boost in user engagement.

Web Developer & Designer | Maze Cluster Technologies - India (Full-Time)

Dec 2019 to May 2022

- Developed websites from scratch using HTML, CSS, and JavaScript with responsive design and cross-browser compatibility.
- Conducted user research and developed user personas, customer journeys to inform UX design decisions, enhancing product usability and customer satisfaction.
- Created visually compelling representations, including wireframes and prototypes, to effectively communicate design concepts and gather stakeholder feedback, fostering innovation and user satisfaction.
- Generated a 30% increase in click-through rates (CTR) by designing and creating visually appealing digital assets that effectively communicated campaign messages across different online platforms (Facebook & Instagram).

SQL Database Administrator | Techminds Group LLC - India (Full-Time)

Nov 2018 to Oct 2019

- Managed, monitored, and administered SQL Server databases to ensure optimal performance and availability.
- Achieved a 25% increase in database efficiency by optimizing query plans, indexing, and server configurations, ensuring uninterrupted system availability and data integrity.
- Diagnosed and resolved database-related issues, ensuring continuous system availability and data integrity.
- Reduced manual workload by 50% through automation of routine tasks using scripted solutions, while projecting and planning for future database growth and capacity needs.

Back End Developer | WeaveLogic Technologies - India (Internship)

May 2018 to Oct 2018

- Established and improved simple and advanced SQL queries for better handling and retrieval of data in ERP systems.
- Employed basic SQL queries across various projects, making it easier to work with data.
- Worked on Android development projects, showing skill in both mobile app development and SQL.
- Maintained comprehensive documentation of database configurations, processes, and procedures to facilitate knowledge sharing and onboarding.

CORE SKILLS

- **Adobe Creative Suite** : Illustrator, Photoshop, InDesign, Premiere Pro, After Effects, Premiere Rush, Lightroom.
- **Proficient in** : HTML, CSS, JavaScript, MS SQL, CMS Platforms (WordPress, Webflow, Wix).
- **UX/UI Design & Interactive Prototype** : Figma, Adobe XD, Balsamiq.
- **Fine Arts** : Illustration, Painting, Sketching, Colour Theory, Print Media, Logo Design.
- **Presentation** : Microsoft Word, PowerPoint, Canva.
- **Soft Skills** : Confident, Ambitious, Creative Thinker, Consistent, Hard Working, Adaptable.

EDUCATION

- **Brunel University London – MSc in Digital Design and Branding** [2022-23]
Including modules: Brand Experience Design, Digital Branding Strategy, Digital Media Technologies, and Digital Design. (MERIT)
- **SRM Easwari Engineering College, India (Tamil Nadu) - Bachelor`s in Information Technology** (2:1) [2014-18]
Percentage of CGPA obtained – 7.12/10

EXTRACURRICULAR ACHIEVEMENTS

- **READY Programme 2022-23 (Reach Every Ambition by Developing Yourself), Brunel University London**
Received a certification and was chosen as one of the 25 finalist teams for successfully creating and presenting a sustainable livelihood solution for the Mayukwayukwa refugee settlement in Zambia as part of a team. (Designed a Health Education & Medical Consulting App).
- **Visual & UX/UI Design Certification Program, Buff Institute of Design - 2022**
Completed a 6-month certification program in Visual & UX/UI design and secured an A grade, demonstrating a strong understanding of design principles and practices with a portfolio.

ADDITIONAL INFORMATION

Languages: English, Tamil

Right to work in the UK: Yes