

# 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** | 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

**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 traffic
- Performed in-depth user research to develop **user personas & customer journeys** to inform UX design decisions, resulting in improved product usability across **5+** projects
- 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** | Worked as *UX/UI Designer, Graphic Designer & Web Developer*

- Created **70+ screens** and an interactive **prototype** for CareNetwork App, ensuring seamless user journey from research to final UI
- Designed logo, moodboard, mockups, and an app **promo video**, leading all digital asset creation, driving curiosity and exploration
- Utilized **WordPress** for a feature-rich pre-launch website, offering insights into platform functionalities, boosting users by **50%**

**The Hungry Otaku – Taste of Anime** | Worked as *Digital Designer*

- Led brand creation, mastering identity and implementing **marketing strategies** to elevate brand awareness
- Designed captivating **mockups** and **posters** with anime characters, demonstrating expertise in **graphic manipulation**
- Produced logo reveal and food menu video, receiving positive feedback from **25+** individuals, before the final launch

## 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