

Ajay Kumar

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SUMMARY

Multidisciplinary **Digital Designer** and **Developer** with over **5+** years of experience in UX/UI design, Graphic Design, Web development and Database administration. Skilled at crafting responsive websites, user-focused app interfaces and engaging visual content that deliver clear, easy to use digital experiences. Strong problem-solving skills, a customer first mindset and leadership experience in fast paced environments. Looking for a role where I can contribute to meaningful digital experiences that put users first.

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 Technology, (1st) | Easwari Engineering College | 2014 – 2018

- **Modules:** Database Management Systems, Graphics & Multimedia, Web Programming, Software Testing

WORK EXPERIENCE

Visual Merchandiser and Team Supervisor | Holland & Barrett | November 2023 – Present | London

- Handled in-store visual merchandising and **promotional designs** increasing customer engagement and contributing to sales growth
- Managed and trained a team of **20+** in a fast-paced retail environment, contributing to a **35%** increase in monthly sales
- Collaborated with marketing to create cohesive brand experiences, supporting successful campaign rollouts and improving customer retention

Graphic Designer | Kaaveri TMT Bars & Structural | April 2024 – July 2025 | Remote

- Created eye-catching Instagram posts to strengthen the brand and engage followers
- Developed marketing materials such as posters, brochures and other branding assets for promotions, events and brand awareness
- Designed visually appealing internal **presentations** to support meetings and project discussions

Digital Designer and Developer | Freelance | March 2021 – April 2024 | Remote

- Crafted engaging social media posts and advertisements increasing user engagement by **25%** and generating over **50** qualified leads
- Produced **videos** and **animations** optimized for websites and social media significantly boosting viewer interaction and brand visibility
- Developed e-commerce websites for multiple brands handling website content, design and social media marketing to increase online presence and sales

Web Developer and UX/UI Designer | MazeCluster Technologies | August 2019 – May 2022 | India

- Created **wireframes** and **prototypes** for web and mobile apps, improving user experience and reducing drop-off rates by **15%**
- Established user feedback channels through surveys and interviews to gather relevant insights
- Led e-commerce site redesigns that increased sales conversions through better UX/UI
- Implemented **10+** successful **WordPress** websites, cutting development costs by utilizing CMS for e-commerce and other platform

SQL Database Administrator | Techminds Group LLC | November 2018 - July 2019 | India

- Administered and monitored SQL Server databases, ensuring **99.9%** uptime and optimal performance
- Improved database speed by optimizing queries, indexes and settings
- Diagnosed and resolved **50+** database incidents, maintaining data integrity and system reliability
- Automated **10+** routine maintenance tasks using T-SQL and PowerShell, reducing manual effort by 60%

Backend Developer | WeaveLogic Technologies | May 2018 - November 2018 | India

- Developed SQL queries for the company's in-house ERP system to improve data retrieval speed
- Created and maintained database documentation reducing onboarding time by **40%**
- Built and reused modular SQL scripts across multiple projects to streamline backend development
- Collaborated on Android app development, integrating SQL logic to ensure accurate and efficient data handling

ACADEMIC PROJECTS

The Ultimate Care Platform for Caregivers & Carers | CareNetwork

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

The Fight to end Hunger - Food Donation | Annadaanam

- Built the end-to-end UX/UI design for a food donation platform, conducting user research with **50+** participants
- Headed a pitch presentation at the **Brunel Design Show** to raise awareness about food waste in the UK and promote the app

EXTRACURRICULAR ACHIEVEMENTS

- **Holland and Barrett** - Awarded Best Employee of the Month multiple times for the entire region and consistently ranked top in KPIs, praised for exceptional supervision and training of a **20+** team members
- **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 Creative College** - 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 | Storyboarding | Typography | Web Development | User Research | Wireframing | Prototyping | User Testing
- **Tools:** Adobe Creative Cloud (Illustrator, XD, Premiere Pro, Photoshop, After Effects, Lightroom, InDesign) | Notion | Figma | Balsamiq | Canva | HTML | CSS | JavaScript | Bootstrap | MS SQL | WordPress | Webflow