



RAJESH KUMAR

CREATIVE GRAPHIC DESIGNER

(14 + Years Experience | Creative Graphics Designer | Product Photography | Video editor)

Highly skilled and innovative professional with invaluable hands-on experience in handling several simultaneous creative design projects, multimedia, visual conceptualization, animation, and concept creation. I am equipped with the ability to escalate brand awareness by utilizing skills gained in the creative industry, overcome objections and build long-term mutually beneficial relationships with vendors and clients.

PROFILE SUMMARY

- **Creative graphics design maestro**, I specialize in crafting high-end designs that not only captivate visually but also strategically achieve product and business goals. My expertise extends to analyzing market trends, offering invaluable insights to shape and execute design strategies with precision.
- **Proven project management** and implementation skills that have resulted in repeated success in leading the design and launch of leading-edge solutions.
- **Hands-on experience** to stretch the boundaries of web design and digital storytelling to help client's brands stand out.
- **An out-of-the-box thinker** with competency in building and maintaining healthy business relations with major clients, ensuring maximum customer satisfaction by achieving delivery and quality norms.
- **Excellent management skills**, capable of leading and motivating teams and engaging with cross-functional individuals to maximize levels of productivity.

EDUCATION & CREDENTIALS

- **2017: Diploma in Photography** from Ambitions 4 Photography Academy, Chennai.
- **2010: Higher Secondary School Certificate** from Siddhapudur Higher Secondary School, Coimbatore.

PROFESSIONAL ABRIDGEMENT

2024 (Oct) - 2026 (Jan)

As a **Freelancer Graphic Designer**.

2016 (Dec) - 2024 (Oct)

Tinyyo India Support Private Limited, Coimbatore as a **Creative Head**.

2014 (Feb) - 2016 (Nov)

Ad-hash Technolabs Pvt Ltd, Coimbatore as a **Creative Technologist**.

2012 (Jan) - 2014 (Jan)

CCI Computer Education, Coimbatore as a **Multimedia Trainer**.

2011 (Jan) - 2012 (Dec)

TCIL IT Computer Education, Coimbatore as a **Multimedia Trainer**

Key Result Areas:

- Proactively managed the deadlines and deliveries of graphic design business and completed final quality checks; that aimed to assist companies in brand development, and corporate presentations and guaranteed that they exceeded expectations.
- Prepare creative advertising content, illustrations, and rough sketches of materials for various media including catalogs, digital displays, menus, business cards, brochures, banners, and posters while ensuring maximum brand awareness of the target market.
- Conceptualize logo design, gif animations, letterheads, videos, websites, and social media channels to promote product brands by using software, and design systems.



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Coimbatore, Tamil Nadu.

TECHNICAL SKILLS

- Photoshop
- Light Room
- Adobe Premiere (Pro)
- CorelDraw
- Illustrator
- Adobe Xd
- Character Drawing
- Affinity
- Figma
- Canvas

CORE COMPETENCIES

- Image Manipulation
- Typography
- Infographic/Document Design
- Visual & UI Designing
- Project Management & Client Engagement
- Strategy, Vision & Mission Planning
- Video Editing

LANGUAGES KNOWN

Tamil, Malayalam, English.