

2020-2021



RESUME

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ABHIJIT J K

Design Manager at Great Learning

Bangalore Urban, Karnataka, India

SUMMARY

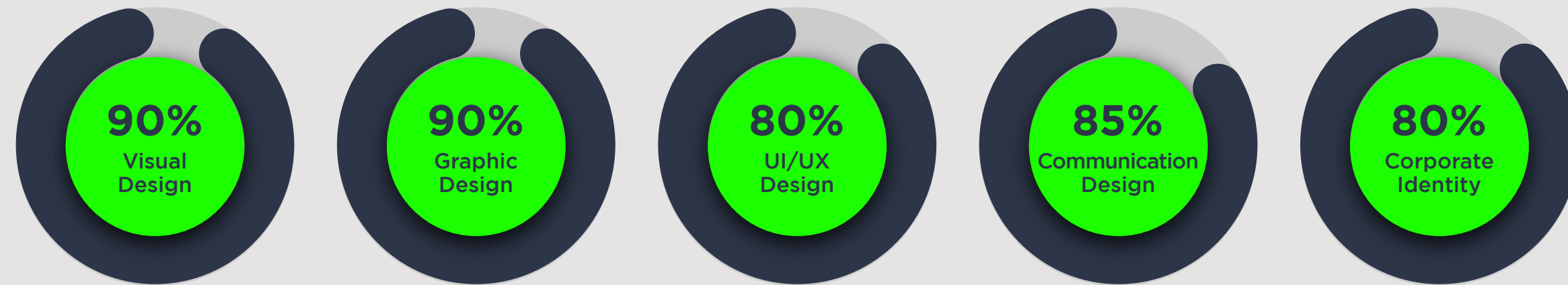
I have been working as a **Visual Designer for the past 9+ years**, working on staff for the Graphic Design, Visual Design, UI/UX Design & Media fields. Abilities and experience are far-ranging. I have all the necessary skills to see a given project from first idea through conceptual development and design to final product.

Problem Solver | Quick Learner | Innovator | Team Leader | Decision Maker

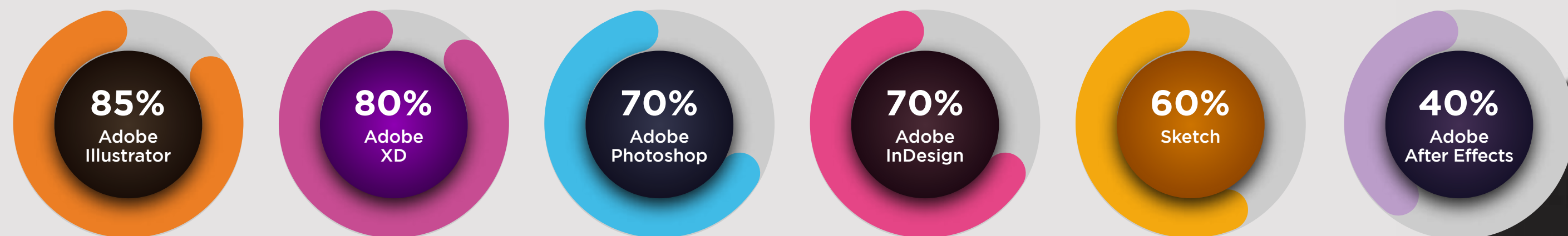
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02.

DESIGN EXPERIENCE



SOFTWARE EXPERIENCE



EXPERIENCE

**Great Learning***Design Manager, Bengaluru Area, India*

January 2019 - Present (2 years 6 months)

- Develop and strengthen brand design assets including style and design guidelines Deliver high-quality, on-brand graphics to support a superior customer experience.
- Produce creative assets including graphics, templates, layouts and visual standards for marketing activities across multiple channels. These include web, social media, events, email campaigns, and ATL & BTL activities.
- Digital platform design experience and understanding for cross platform design guidelines.Maintain a set of design best practices and guidelines to reduce and minimise production efforts.
- Support company design work using insights from quantitative data and site metrics, segmentation and customer feedback.
- Quality control to ensure accuracy and a high creative bar. Present work to team and key stakeholders for review, feedback, and a
- Work closely with the technical and product development team to design and develop the UI/UX visions for features and product lines. Develop and maintain design wireframes or mock-ups of the product.
- Manage projects and meet deadlines.
- Producing award-worthy creative which drives measurable success for clients, optimised to meet targeted performance metrics.

**Pitstop - Car | Care | Convenience***Senior Visual Designer & UI/UX Designer, Bengaluru Area, India*

January 2018 - January 2019 (1 year 1 month)

- Work with Designers, Project Managers & Engineers to derive long-term and short-term goals and drive product development through design sprints, research & data analysis.
- Design & Contribute to creating a Design Language and Brand identity, Mentor other team members & grow Company UX competence.
- Design & Contribute to creating a Design Language and Brand identity, Mentor other team members & grow Company UX competence.
- Effectively inspire & motivate not just a team of designers but also our product managers & engineers to deliver the best possible product.
- Follow a data-driven process where our decisions are backed by user research, qualitative & quantitative data, engagement metrics & feedback from customers. Create detailed specs of final designs for a seamless handover to tech.

**GirnarSoft***Senior Design Lead, Bengaluru Area, India*

January 2017 - December 2017 (1 year)

- Lead a direct report in applying design principles to all aspects of category marketing and branding including Visual Positioning, Visual Brand Language, Master Designs & Design Guidelines to ensure high quality and consistency across a Key Power brand and sub category.
- Collaborate effectively with the Supply Organisation and R&D on Pack. & Product Development. Ensure consistent ways of working & best practice (between Category R&D, Supply, Procurement). Deliver against the expectations for Design for superior consumer experiences.
- Lead Design development within the innovation process applying Design Thinking.
- Create the Interaction and Visual Designs for mobile and web applications. Present and communicate the design ideas and interactions to engineers for development.
- Design and conduct Usability Testing. Share learnings and work with Product Managers to incorporate them in the roadmap.

EDUCATION

**Master of Fine Arts (M.F.A in Painting)**Chamarajendra Academy of Visual Arts, Mysore
University Of Mysore
2010-2012**Bachelor of Fine Arts (B.F.A in Painting)**Ravindra Kalaniketana School of Fine Art, Tumkur
Kannada University, Hampi
2005-2010

EXPERIENCE



Swiggy

Senior Graphic Designer, Bengaluru Area, India

March 2015 - December 2016 (1 year 10 months)

- Lead a team of Greaphic Designers and Copywriters, Alongside a copy partner.
- Help establish the visual design language and brand guidelines for Swiggy's private brands.
- Understand the marketing/business problems presented to ous, and find creative and effective ways of resolving them.
- Churn out ideas and creatives for many communication pieces including, but not limited to, Push Notifications, Emailers, Web banners, Press Ads, Social Media, GDN Ads , Print and Packaging etc.
- Liaison directly with the brand, marketing and business teams to find innovative and effective ways of growing the brands. Spot opportunities to create brand love, without waiting for a marketing brief.
- Collaborate with internal stakeholders, partners and customers to understand user needs and evaluate designs. Deliver UX wireframes, user and process flows, mock-ups and functional specifications.
- Originate, evaluate and iterate user journey maps, user path diagrams, sketches. Plan, conduct and moderate user research and user testing activities. Define, develop and present innovative concepts for Visual Design.



The New Indian Express

Graphic Designer, Bengaluru Area, India

September 2013 - February 2015 (1 year 6 months)

- I worked on structuring and the layout of weekly and annual magazines. At other times, my work consisted of creating comics, infographics and supervising storyboards.
- Help evolve all Muniq brand channels to stay fresh and progressive from a design-standpoint
- Work within our existing brand style to execute creative requests for marketing and growth projects



The Printers Mysore

Graphic Designer, Bengaluru Area, India

May 2012 - August 2013 (1 year 4 months)

- I am ran a section for daily comics and helped prepare storyboards and layouts in anticipation of future events while maintaining the flow of existing stories.

LICENSES & CERTIFICATIONS



- + Logo Trend Report 2019-2020
- + Principle for UX Design
- + Graphic Design Foundations: Layout and Composition
- + UX Foundations: Research
- + Brand Strategy for Designers
- + Breaking Out of a Rut
- + Color Trends
- + Organizing Your Remote Office for Maximum Productivity
- + The Science of Logo Design
- + Universal Principles of Design
- + Design Thinking: Customer Experience
- + Learning Motion Graphics
- + UX Design for Developers

AREA OF DESIGN EXPERTISE

05.



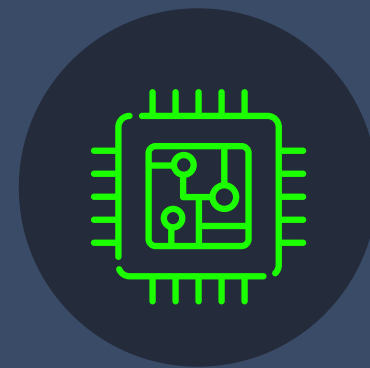
Education Industry



UI/UX & Product Design



Marketing & Sales



Technology & Software Development



Print & Packaging

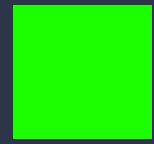


Market Analysis & Digital Marketing



Fast-moving consumer goods (FMCG)

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THANK YOU

FOR YOUR PRECIOUS TIME

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