

MUTHUKUMAR

Design Executive | Art Director | Creative Executive

Agile, goal-oriented professional with over 20 years of expertise offering comprehensive creative solutions to a diverse variety of clients around the world, including highly valued individuals and rapidly rising enterprises. Most recently for Edvoy, I was able to boost Instagram followers by 20K and get 500+ leads by testing and creating visuals for clients' paid advertising on social media platforms.

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Areas of core competencies:

Strategic process planning	Project management	Interpersonal communication skills	Figma			
UI design	Creative Graphic design	Branding	Illustrator	Photoshop	InDesign	PremierePro
Revenue focused concept planning	Always up to date with market trends	After Effects				
Print and digital media advertising						

Work experience:

Senior Graphic Designer

Edvoy Technologies (P) Ltd, India {6/2020 – Till date}

Achievements

Oversaw the creation of all creative assets for projects, including paid advertising campaigns, print advertisements, and social media posts. Created brand guidelines to increase brand awareness and foster creative quality.

Marketing Assistant Manager

Akshaya Pvt Ltd, India {2017 - 4/2020}

Achievements

During my time there, I coordinated the creative planning and production of all print and digital marketing materials for major fairs and events, which resulted in a 40% boost in brand awareness. Created a visual theme with a print, B2C, and B2B marketing focus.

Art Designer

Mullen Lowe Advertising, Dubai {2014 - 2017}

Achievements

Led cross-functional project teams of 10+ employees to develop effective marketing concepts for projects for some well companies like RedBull, Mobily, American Express, Lifebuoy, CityCentre, Unilever, KFC, Pizza Hut, AXE, Mazda, Burger King, Texas Chicken, Dettol, & others.

Graphic Designer

Inpress Hakuboo Advertising, Dubai {2008 - 2014}

CMS Printing Press, Dubai {2007 - 2008}

Rubecon Advertising, Chennai {2006 - 2007}

JWT Advertising, Chennai {2001 - 2006}

Achievements

Directed creative planning across all marketing mediums, for brands such as Ford, Ashok Leyland, Reynolds, Hero cycle, MRF Tire, GRT Jewelers, Aircel, Univercell, Colorplus, Arokya milk, Paramount Airways, Citibank, Prince Jewelry, Panasonic, Philips, Al Rawabi, Apple, Adidas, Marmum Dairy, & others.

Few key achievements:

- Panasonic, 2008 and 2014, Dubai Gitex Global Event, and Dubai (UAE) & Gulf Airport Branding
- Akshaya Homes, 2018 and 2019, Chennai CREDAI Fairpro Events, and Orlando project launch

Through an interactive design strategy, we increased brand visibility for several brands at key locations across multiple cities. By optimizing digital collaterals for landing pages and social media posts, we consistently achieved higher conversion and retention rates.

Education:

Bachelor of Arts, Chennai

Diploma in Graphic Design, Chennai

Languages:

Tamil, English

Malayalam & Hindi

Other interests:

Typography, Café hopping

Long Drive Traveling