



AKASH KUMAR

Creative Design Lead



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About Me

With over 10+ years of rich experience in the dynamic IT industry, I am a skilled graphic designer driven by a passion for creativity. Proficient in Figma, XD, Adobe Illustrator, and After Effects, I thrive on crafting captivating visual narratives. Beyond design, I excel in translating concepts into tangible assets, from intricate illustrations to meticulous storyboards, mock-ups, and wireframes. As a collaborative team player, I specialize in creating assets tailored for layout artists and designers, pushing boundaries and exceeding expectations with a relentless pursuit of innovation and commitment to excellence.

Skills

- UI/UX
- Web Design
- Branding
- Graphic design
- Digital Media Marketing
- Video Editing
- Presentation Design

Tools

- Adobe Photoshop
- Adobe Illustrator
- Adobe XD
- Figma
- After Effects
- Premiere Pro
- CANVA
- Powerpoint
- Renderforest

Experience



Manager, Creative Services
Magnon Designory, Noida

Dec. 24 - Present

Highlights

- Worked closely with Adobe teams to create digital content for the Adobe Business website, ensuring every design looked polished, on-brand, and user-friendly.
- Designed web pages, landing pages, and key visuals that helped explain Adobe's enterprise products in a clear and engaging way.
- Improved design processes and daily workflows, helping the team work more smoothly while keeping quality consistently high.
- Turned complex product information into simple, impactful visuals, supporting Adobe's B2B marketing efforts and improving the overall user experience.



Global Creative Lead
VECTRA International, Belgium

2022 - June24

Highlights

- Spearheaded the development and management of design elements across global projects, ensuring alignment with brand standards and objectives.
- Directed the creation of art elements, maintaining consistency and integrity of design throughout the project lifecycle.
- Collaborated with internal teams and external stakeholders to translate design requirements into actionable strategies and deliverables.
- Led execution of creative concepts and established best-practice design processes, ensuring high-quality, efficient delivery within project timelines.



Graphic Lead
360 Degree Cloud Technologies, India

2015 - 2022

Highlights

- Led a team of 6 designers to elevate website usability and accessibility.
- Managed diverse design tasks including Social Media graphics, client presentations, UI/UX projects, and Print Media materials.
- Successfully coordinated with cross-functional teams to meet project deadlines and exceed client expectations.
- Elevated brand identity through innovative design concepts and compelling visual storytelling.

Education

Bachelor's degree, B.Com
Sunrise University

2013 - 2016

Degree Course, Graphic Designing
CAT Institute

2014 - 2015

UX Course, Google UX Design
Coursera

2021 - 2022

Achievements

- 30+ launched websites
- 20+ Mobile apps
- 10+ Desktop apps
- 120+ Presentations
- 30+ Happy clients
- 300+ Emailers
- 50+ logos
- 500+ Social posts
- 500+ Videos
- 500+ blog banners

Industries

- Healthcare
- Real estate
- Finance
- Entertainment
- Consulting
- Manufacturing
- Education
- Hospitality
- Retail
- Automotive
- Banking
- Technology

Few Live Projects

Adobe for Business

Website Link: <https://business.adobe.com/>

I support Adobe as a creative partner for the Adobe for Business website, creating high-quality, user-focused digital experiences for global audiences that align with their brand and strategic goals.

Roles and Responsibilities: •-----

- Worked closely with Adobe teams to design and update web pages, landing pages, and promo kits for the Adobe for Business platform.
- Translated complex enterprise product messaging into clear, engaging visuals tailored for B2B audiences.
- Streamlined design workflows and implemented best practices to maintain consistency and improve delivery efficiency.

Tools Used •-----



SCCA Website

Website Link: <https://www.scca.ca/board-of-directors/>

Managed the development of a website catering to Canadian chiropractors, providing essential resources such as event listings and job opportunities.

Roles and Responsibilities: •-----

- Conducted precise wireframing in Axure for seamless user navigation.
- Crafted high-fidelity PSD designs in Adobe, aligning with brand identity.
- Integrated designs in Figma for efficient collaboration, incorporating feedback and interactive features.

Tools Used •-----



Microworld Infosol Website

Website Link: <https://www.microworldinfosol.com/>

Managed the design of a WordPress website offering digital solutions and services leveraging the latest relevant technologies.

Roles and Responsibilities: •-----

- Developed wireframes for the website with screen linking, integrating backend-uploaded videos using Figma.
- Created social media posts to enhance client engagement and brand visibility.
- Designed client presentations for meetings, ensuring clear communication of project proposals and ideas.

Tools Used •-----

