



AKASH KUMAR

Creative Design Lead



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About Me

With over 9 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
- After Effects
- Premiere Pro
- Figma
- CANVA
- MS Office
- Renderforest

Experience



Global Creative Lead

2022 - Present

VECTRA International, Belgium

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.
- Oversaw the execution of creative concepts, ensuring adherence to project timelines and quality standards.
- Established and maintained best practices for design processes, driving efficiency and excellence in project delivery.



Graphic Lead

2015 - 2022

360 Degree Cloud Technologies, India

Highlights

- Led a team of 6 designers, driving enhancements in website usability and accessibility.
- Managed diverse design tasks including Social Media graphics, client presentations, UI/UX projects, and Print Media materials.
- Implemented strategic design solutions to effectively communicate brand messages and enhance user experience.
- 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

Intermediate Education

2011 - 2013

A.D Sr. Sec. School

Bachelor's degree, B.Com

2013 - 2016

Sunrise University

Degree Course, Graphic Designing

2014 - 2015

CAT Institute

UX Course, Google UX Design

2021 - 2022

Coursera

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
- Realestate
- Finance
- Entertainment
- Consulting
- Manufacturing
- Education
- Hospitality
- Retail
- Automotive
- Banking
- Technology

Few Live Projects

360 Degree Cloud

Website Link: <https://360degreecloud.com/>

I led the design overhaul for a consulting services website focused on Salesforce Technology, enhancing online presence and engagement.

Roles and Responsibilities: ●-----

- Designed website from scratch.
- Developed brand guidelines for social media.
- Created digital assets including websites, emailers, apps, and branding collateral.

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 ●-----

