ABHISHEK VIJAYAKUMAR

Associate Manager
Visual Design

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With 13 years of experience in the design industry, I am a skilled Visual Designer and E-learning Developer recognized for creating engaging digital media. Proficient in Adobe Creative Suite, Articulate 360, and various design tools, I quickly adapt to emerging technologies. My diverse portfolio includes CBT, IBT, WBT, Simulations, Videos, Animations, Branding, and Print Collateral, showcasing versatility in design and development. Combining a strong educational background with practical expertise, I am well-versed in Visual Design theories and the Design Thinking process. My commitment to excellence is evident in my adaptable and versatile approach to every project.

EXPERIENCE

Associate Manager - Visual Design

EI Design powered by MPS | e-Learning Development | 2014 to Jan 2024

- Proficient in Adobe Creative Suite, Articulate 360, VyondGo, Figma, Captivate, Camtasia, and Cognota.
- Independently managing projects from mock-up design to delivery.
- Dedicated to accountability and ownership in e-Learning projects, spanning CBT, WBT, and IBT.
- Establishing a consistent layout for each module, including headers, content areas, and navigation controls to enhance the user experience and facilitate easy navigation.
- Possessing expertise in UI design, proficiently creating mock-ups, and developing prototypes.
- Taking responsibility for media development, including corporate videos, audio editing, graphic design, and animation.
- Playing a significant role in updating numerous eLearning modules and graphics by transitioning from old design standards to new ones.
- Demonstrating strong leadership skills through effective communication and collaboration across diverse organizational levels.
- Competent in testing and packaging projects for Learning Management Systems (LMS).
- Adapting swiftly to emerging technologies, ensuring project development aligns seamlessly with expectations.

Achievements
- Successfully designed and developed more than 120 eLearning modules, videos, and graphics with a high level of effectiveness.
- Established a standardized development template, ensuring consistency and efficiency across projects.
- Infused creative designs into every module, enhancing the visual appeal and engagement of each component.

Sr. Visual Designer

ItzMyMedia | Marketing and Event Management | 2012 to 2014

- Cultivating a creative culture to foster groundbreaking ideas and concepts, spanning web designing, print, marketing, and branding designs.
- Skillfully crafting interactive designs, featuring dynamic animations for ads tailored precisely to meet client requirements.
- Collaborating seamlessly within a multifaceted team, encompassing diverse talents in web designing, print, marketing, and branding, including photographers, event management professionals, account executives, and web designers.
- Contributing to team success by strategically designing print materials that effectively support various marketing initiatives.
- Adeptly conducting video editing for marketing and advertising purposes, ensuring impactful and engaging content delivery across diverse design categories.

Achievements
- Demonstrated proficiency in diverse design categories, conducting adept video editing for marketing and advertising purposes.

- Successfully ensured impactful and engaging content delivery, creating a seamless blend of dynamic animations, web design elements, and print materials to meet client objectives.

Visual Designer

Idea Street Marketing | Marketing | 2011 to 2012

- Comprehensive experience in graphic design with a focus on impactful visual elements.
- Proficiency in designing diverse materials, including logos, brochures, print materials, web graphics, and product packaging.
- Utilization of advanced skills in industry-standard software such as Photoshop and Illustrator.
- Successful translation of creative concepts into visually compelling designs.
- Contribution to brand identity and engagement through effective and aesthetically pleasing design solutions.

Achievements
- Utilized advanced skills in industry-standard software, including Photoshop and Illustrator, to expertly translate creative concepts into visually compelling designs.
- Achieved impactful outcomes by delivering aesthetically pleasing and engaging design solutions, contributing to effective brand communication and heightened audience engagement.

2D Trainer

Toon2 - The Animation and Multimedia School | 2010 to 2011

- Served as a 2D animation trainer, leading training initiatives in the field.
- Designed and delivered comprehensive modules covering fundamental and advanced 2D animation concepts and techniques.
- Facilitated engaging and interactive training sessions, ensuring participants gained a solid understanding of principles and software applications while providing constructive feedback to support the development of their animation skills.

EDUCATION

Diploma in 2D and 3D Animation
Ants Animation Training School | 2011

Graduate – Bachelor of Computer Science
University of Mysore | 2009

SKILLS

Adaptability	Articulate Storyline
Teamwork	User Experience
Accountability	UI Design and Mock-up
e-Learning	Adobe Photoshop
Animation	Adobe Illustrator
Prototyping	Adobe Indesign
HTML & CSS	After Effects
Figma	Premier Pro
Vyond Go	Project Management
Brand Identity	Video and Audio Editing

INTERESTS

During my free time, I stay physically active, enjoy socializing, and pursue continuous learning. I'm both a martial artist and a fitness enthusiast, engaging in regular workouts. Reading books on design and self-help is a regular part of my routine. Additionally, I contribute as a volunteer at Art of Living, where I organize courses, spiritual concerts, and yoga sessions.

PORTFOLIO

Portfolio of works
iamabhishekv.com

Behance
behance.net/abhishekv16

CONNECT

LinkedIn
linkedin.com/in/abhishek-vk9/

Instagram
instagram.com/abhishekvdesigns