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

El 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 organiza-
- 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
- Adeptly conducting video editing for marketing and advertising purposes, ensuring impactful and engaging content delivery across diverse design categories.

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

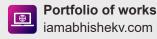
Adaptability Articulate Storyline Teamwork User Experience Accountability UI Design and Mock-up Adobe Photoshop e-Learning Animation Adobe Illustrator Prototyping Adobe Indesign HTML & CSS After Effects Figma Premier Pro

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





CONNECT



LinkedIn

linkedin.com/in/abhishek-vk9/



Instagram

instagram.com/abhishekvdesigns