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| **S. RAJKUMAR**  Mobile: 94458 02341 | E-mail: rajkumar902@gmail.com |

**Senior Visual Designer**

A resourceful and creative designing professional with solid background in Print Design, Corporate Identity, Brand Design, Infographics and User Interface Design. Possess advanced visual design abilities and expertise with Adobe Indesign, Illustrator, Photoshop, QuarkXPress, Dreamweaver, with a flair for completing projects to meet client expectations. Strong familiarity with user-centered design methodologies and the ability to create intuitive UI designs that clearly articulate functionality. Well equipped in translating client requirement into an effective end-product right from concept direction to launch. Skillful in developing HTML and CSS based style sheets with cross browser compatibility.

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| **WORK EXPERIENCE** |

**Freelancer - Creative Designer**  | May 2019 – Till Date

* Improved design features to meet their expectations & Developed creative concepts

**Senior Creative Designer** | Nov 2015 - 2019

**TAG INDIA, CHENNAI, INDIA**

* Develop user interface wireframes, user flows and process flows to effectively communicate design concepts.
* Create collateral material including brochures, fliers, mailers, newsletter template, promotional materials, etc.
* Apply best practices in user interface and interactive design, including image optimization and site mapping.
* Collaborate with creative team, internal account teams and clients to develop and convert creative solutions through a variety of channels.

**Senior Project Coordinator** | 2007 - 2015

**RR DONNELLEY (MNC), CHENNAI, INDIA**

* Conceptualized and coordinated graphic and web projects with design team for the pre-press and design studio.
* Led designers/operators on multiple client assignments and completed within the proposed deadlines.
* Supported the team by providing strategic insight and creative inspiration and fixing design issues.
* Assured design consistency for all client work while maintaining the standards of quality and creativity.

**Designer** | 2002 - 2007

**DESCO COMPANY, DUBAI MEDIA CITY, DUBAI, UAE**

* Elevated to Senior Designer position from Graphic Designer through high level design abilities and work efficiency & delivery.
* Directed and coordinated graphic design projects for the pre-press and design studio.
* Utilised advanced features of Photoshop and Illustrator to design electronic and print materials.
* Developed creative concepts for client requirements and improved design features to meet their expectations.

**OCEANO GRAFIX, CHENNAI, INDIA** (1998 - 2002)

**PENGUIN OFFSET INDIA PRIVATE LTD., CHENNAI, INDIA** (1994 - 1997)

* Trusted to manage client requirements individually from planning and designing to final product delivery.
* Designed collateral materials such as flyers, brochures, newsletters, posters, business cards and invitations.
* Generated new clients through on-time delivery and uncompromising quality standards.
* Handled magazine file transmissions while maintaining print production schedules.

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| **QUALIFICATIONS & TRAINING** |

Diploma in Multimedia | Info-Drive Software Limited, Chennai

Certificate in Graphic Design & Desktop Publishing | Loyola College, Chennai

Master of Public Administration | Tamil Nadu University, Chennai