

AJAD S

GRAPHIC DESIGNER | ANIMATOR

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PROFESSIONAL SUMMARY

Creative and detail-oriented Graphic Designer with experience in branding, social media design, and digital marketing visuals. Proven ability to craft engaging designs that align with client goals and brand identity. Skilled in Adobe Creative Suite, with a strong sense of composition, typography, and storytelling. Blends artistic creativity with strategic design thinking to deliver impactful visual content.

PROFESSIONAL SKILLS

- Visual Storytelling
- Educational Design
- Project Planning
- Team Collaboration
- Creative Thinking

TECHNICAL SKILLS

- Autodesk Maya (3D Animation, Rigging, Modelling, Crowd Simulation)
- Goleam (Crowd Animation)
- Adobe (Photoshop, Illustrator, After Effects)
- Canva (Social Media Strategy)

PROFESSIONAL EXPERIENCE

Graphic Designer – Digital Marketing Maven J SEO

SEPTEMBER 2025 – DECEMBER 2020

- Designed digital marketing assets including social media creatives, website banners, and promotional graphics.
- Created SEO-aligned visual content to support organic marketing and brand visibility.
- Collaborated with SEO specialists and marketing teams to deliver client-focused design solutions.
- Maintained brand consistency across digital platforms and marketing materials.
- Supported website UI visuals and content optimization through effective graphic design.

Graphic Designer AL Imtidad LLC (DUBAI)

JUNE 2025 – AUGUST 2025

- Coordinated project tasks, ensuring stunning graphic design works.
- Designed Catalogues and various posters for special days and event and building maps for dish structures.

Animator (Character & Crowd Department) Toonz Animation India Pvt. Ltd., Technopark, Trivandrum

JULY 2024 – MARCH 2025

- Created visually appealing animated scenes and graphics for film productions.
- Collaborated with art and design teams, applying strong composition and storytelling principles.
- Enhanced creative versatility by integrating design sensibilities into animation workflows.

Cheif Design officer (CDO) TZEROSPACE, Trivandrum

SEPTEMBER 2025 – PRESENT

- Leading overall design strategy and creative direction across branding, digital, and marketing projects.
- Managing and mentoring design teams to ensure high-quality, consistent visual output.
- Developing brand guidelines and overseeing implementation across all platforms.
- Collaborating with leadership, marketing, and product teams to align design with business goals.
- Reviewing and approving final design deliverables to maintain brand standards and quality control.

Cheif Design officer (CDO)**2019 JANUARY - PRESENT****Nila School of Happiness, Trivandrum**

- Designed branding materials including posters, flyers, and digital marketing assets.
- Created cohesive visual identities for educational and youth-based initiatives.
- Managed multiple freelance projects from concept sketches to final delivery.
- Developed social media strategies that increased audience engagement.

DESIGNER**2020 JANUARY - PRESENT****Nila Foundation , Trivandrum**

- Designed branding materials including posters, flyers, and digital marketing assets.
- Created cohesive visual identities for educational and youth-based initiatives.
- Managed multiple freelance projects from concept sketches to final delivery.
- Developed social media strategies that increased audience engagement.

EDUCATION

- **Advanced Diploma in 3D Animation Filmmaking (AFMA) Toonz Animation Academy (2023–2024)** **2023- 2024**
- **B.A. English Language & Literature University of Kerala** **2020–2023**

ADDITIONAL INFORMATION

- **Languages:** English, French, Mandarin.
- **Portfolio upon request**
- **Awards/Activities:** Violinist , National youth volunteer (NYK) -2020 - 23 , Toonz animation awards (for project)