

BASARA AJAY KUMAR

Creative Graphic and Web Designer / Presentation Designer

London, United Kingdom, 07459 667920, hello@ajaykb.com

PORTFOLIO LINK <https://ajaykb.com/index.php/portfolio/>

PROFILE 6+ years of experience in the field of Graphic and Web Design. Skilled in Adobe Suite, and I have successfully collaborated with multiple clients and delivered successful design solutions.

SOFT SKILLS AND TECHNICAL SKILLS

- Adobe Photoshop • Adobe Illustrator • Adobe Premiere Pro • Adobe Lightroom
- Microsoft Office • Microsoft PowerPoint • WordPress
- Customer Service • Team Leadership • Operational Management
- Shift Management • Problem Resolving • Training And Development

EMPLOYMENT HISTORY

March 2023 — Present *Service Manager at Chipotle Mexican Grill - North Greenwich 02 Arena, London*

- Led a team of service representatives to exceed customer satisfaction and retention goals by 95%.
- Identified and resolved customer service issues quickly and efficiently, resulting in a 98% decrease in customer complaints.

March 2023 — Present *Freelancer, Self-Employee, London*

- Utilized a variety of software to create high-quality visuals, including Adobe Photoshop, InDesign, and Illustrator
- Optimized digital images for web and mobile platforms, resulting in faster page loading times.
- Developed a range of marketing materials, including flyers, brochures, and presentations, resulting in improved customer engagement.
- Created a series of animated logos and intros that were used in multiple marketing campaigns.

Feb 2021 — Feb 2023 *Web Designer / Graphic Designer / Presentation Designer at
SHARE Microfin Private Limited, Hyderabad, India*

- Key liaison person in the preparation of presentations for multiple client corporate pitches
- Designing, building, testing, learning, and iterating, with the end user in mind always
- Participating in management meetings and actively contributing ideas/suggestions that can contribute to the improvement of processes and efficiencies.
- Preparing interactive presentations on company road maps and future business models for investors
- Incorporated APIs into the web application for data exchange and real-time

updates

- Created art assets for multiple platforms and devices, including web, mobile, and print.
- Created wireframes, prototypes, and user flows for the website that improved user interaction and usability.
- Optimized website performance to ensure fast page load speeds.
- Developed a presentation project, leading to successful completion.

March 2018 — Feb 2021

*Web Designer / Graphic Designer / Photographer at
Regelford International School, Hyderabad, India*

- Brand designing and print material (Color pallets, Logo designing, Visiting Cards)
- Designing calendars, Annual Magazines, Pham-plates, Posters, Banners, Cover Designs
- Media Services (Photography, Promo Videos)
- Designing the school Website landing page and maintenance
- Designed a comprehensive style guide that improved the consistency of the school's branding across all channels.
- Created art assets for multiple platforms and devices, including print, web, and mobile.
- Created a series of print ads that increased brand recognition and resulted in an incredibly good outcome.

EDUCATION

July 2012 — April 2016

BA (Hons) Mass Communications, BR. Ambedkar Open University Hyderabad, India

Journalism, Public Relations, Advertising, Film and Television, and Multimedia Design.

HOBBIES

- Design Research • Musician (Drummer) • Design Research • Motorbiking • Travelling
- Musician and drummer Food and Fellowship

REFERENCES

Daniel Victor Talari
*Arts Director from **Svolta Services Ltd, Canterbury, UK***
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Ruben Seixas
*General Manager, **Chipotle Mexican Grill,***
North Greenwich, O2 Arena
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