



# Amit Kumar

Graphic Designer

## PROFILE SUMMARY

I'm a Graphic & Visual Designer with over more than 5 years of experience in the EdTech and digital media industry, passionate about creating engaging visuals that enhance learning experiences and strengthen brand identity. At To The New, I specialize in using Artificial intelligence tools and the Adobe Creative Suite 2025 - including Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Animate CC, and Audition. I leverage AI-driven design tools such as Midjourney, Adobe Firefly, and Runway ML, Sora, Perplexity, Nano-banana to accelerate content creation and visual storytelling. My expertise covers e-learning design, motion graphics, digital campaigns, brand development, and Story boarding visual strategy. I've produced 200+ learning assets and marketing visuals, increasing learner engagement and content reach by 40%+. Skilled in AI-powered workflows, design systems, and creative project management, I focus on delivering scalable, high-impact visual solutions.

## EDUCATION

2021	Diploma Maya Academy of Advanced Cinematics, Kolkata
2018	XIIth English
2016	Xth English

## WORK EXPERIENCE

Feb 2024 - Nov 2025	Graphic Designer <b>TO THE NEW</b> Conceptualize and design visual assets for digital campaigns, brand identity, e-learning modules, and social media. Develop motion graphics, storyboards, and video content to enhance user engagement and learning experiences. Utilize Adobe Creative Suite 2025 (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Animate, Audition) for end-to-end creative production. Integrate AI-driven tools (Midjourney, Adobe Firefly, Runway ML, Sora, Perplexity, Nano-Banana) into the creative process for faster ideation and prototyping. Translate creative briefs into visually engaging concepts that align with business goals and brand voice. Apply design thinking methodologies to create user-centric, scalable design solutions. Maintain and evolve design systems and asset libraries for brand consistency and efficiency. Manage multiple design projects, ensuring timely delivery and high-quality output. Stay updated on emerging AI and design trends to innovate creative workflows.
Dec 2022 - Aug 2023	Jr. Graphic Designer <b>PSA Rockwell</b> Conceptualize and design visual assets for digital campaigns, social media, and brand identity initiatives. Develop motion

## PERSONAL INFORMATION

- Email  
amku998@gmail.com
- Mobile  
(+91) 6206507506
- Total work experience  
5 Years 1 Month
- Social Link  
<https://www.linkedin.com/in/amit-kumar-8ab79a1b5/>

## KEY SKILLS

- Visual Design
- Graphic Designing
- Motion Graphics
- E-learning
- Storyboarding
- Brand Identity
- Typography
- generative ai
- Adobe Creative Suite
- Visual Effects
- Photoshop
- Illustrator
- Indesign
- Premiere Pro
- Generative Ai Tools
- Ai Prompting

OTHER PERSONAL DETAILS

City Noida

Country INDIA

LANGUAGES

- Hindi
- English

graphics, advertisements, and video content to elevate user engagement and advertising performance. Execute end-to-end creative production using Adobe Creative Suite 2023 (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro). Translate creative briefs into visually compelling concepts that align with business goals and brand voice. Apply design thinking methodologies to deliver user-centric and scalable design solutions. Maintain and evolve design systems and asset libraries to ensure brand consistency and workflow efficiency. Manage multiple design projects simultaneously, ensuring timely delivery and high-quality output.

Conceptualize and design visual assets for digital campaigns, social media, and brand identity initiatives. Develop motion graphics, advertisements, and video content to elevate user engagement and advertising performance. Execute end-to-end creative production using Adobe Creative Suite 2023 (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro). Translate creative briefs into visually compelling concepts that align with business goals and brand voice. Apply design thinking methodologies to deliver user-centric and scalable design solutions. Maintain and evolve design systems and asset libraries to ensure brand consistency and workflow efficiency. Manage multiple design projects simultaneously, ensuring timely delivery and high-quality output.

Jan 2022 - Dec 2022

Graphic Designer

**Edugrow**

Design and create engaging e-learning course content using authoring tools Collaborate with subject matter experts and instructional designers to transform course content and ensure accuracy Utilize multimedia technology like Adobe Creative Suite and authoring tools to create innovative and engaging e-learning content Conduct instructional research and analysis on learners and contexts Apply tested instructional design theories, practice and methods Provide exercises and activities that enhance the learning process Maintain project documentation and course folders Conduct quality assurance reviews on courses and implement improvements as needed

Jun 2021 - Dec 2021

Graphic Designer

**Crystal Hues**

Intern Graphic Designer

Jan 2021 - Nov 2021

Graphic Designer

**Freelance**

Working on Product Package Designing. Caricature Designing for a Herbal based Company.

May 2020 - Sep 2020

Intern

**Axact Studios**

Work as logo designer

Projects

30 Days

**24fps**

illustration bg designer and post production artist.

COURSES & CERTIFICATIONS

- internship certificate/ LOR

