# JAYA KUMAR

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## **GRAPHIC DESIGNER**

Creative graphic designer with 2 years of experience specializing in concept development and visual storytelling. Skilled in translating complex ideas into compelling visual narratives that resonate with target audiences. Experienced in creating cohesive brand identities, developing creative concepts from ideation to execution, and crafting visual stories that communicate brand messages effectively. Passionate about exploring innovative design approaches and conceptual thinking to create meaningful visual experiences that engage and inspire audiences through thoughtful design solutions.

#### STRENGTHS AND EXPERTISE

- Visual Concept Development
- Typography and Layout Design
- Visual Storytelling

- Color Theory and Brand Identity
- Software Proficiency
- Creative Problem Solving

## PROFESSIONAL EXPERIENCE

# South Wind Studios Graphic Designer

August 2023 - Present

Worked as a graphic designer at South Wind Studio for 2 years, creating diverse visual content across digital and print platforms. Designed social media posters, branding materials, and marketing collaterals including pamphlets, visiting cards, and A4 designs. Developed boarding designs, flex banners, and hoarding advertisements for various client campaigns. Gained hands-on experience in both digital and print design processes, delivering creative solutions that met client requirements and brand guidelines.

#### **Accomplishments:**

- Successfully designed and delivered over 200+ social media posters and digital assets, contributing to increased brand visibility for multiple client campaigns.
- Created comprehensive branding packages including logos, visiting cards, and marketing materials for 15+ clients, establishing strong visual identities across various industries.
- Designed large-format advertising materials, including hoardings, flex banners, and boarding designs that effectively captured audience attention in high-traffic locations.
- Streamlined design workflow processes by efficiently managing both digital and print projects, consistently meeting tight deadlines while maintaining quality standards.

## Create Artist Studio Social Media Marketer

Worked as a social media marketer at Create Artist Studio, managing comprehensive social media campaigns and content creation. Created engaging videos and optimized social media posts to enhance brand presence and audience engagement across various platforms. Designed eye-catching social media posters and visual content tailored for different social media channels. Successfully planned and executed paid advertising campaigns across multiple social media platforms, driving targeted traffic and improving brand reach through strategic ad placements.

### **Accomplishments:**

- Created and published 50+ engaging videos and social media posts, resulting in improved audience engagement and consistent brand presence across all platforms.
- Designed visually compelling social media posters that increased post engagement rates and helped establish a cohesive brand aesthetic for client accounts.
- Successfully managed and optimized paid social media advertising campaigns, effectively targeting specific audiences and maximizing ad spend efficiency.
- Developed comprehensive social media content strategies that enhanced brand visibility and drove measurable growth in follower engagement and reach metrics.

PORTFOLIO	
Jayakumar Portfolio	
EDUCATION	
MRR MAVMM Hr Sec School Schooling	2012
SACS MAVMM Engineering College Bachelor Degree of Civil Engineering	2016
CERTIFICATIONS	
Inderchaap Technologies (Madurai) Digital Marketing	2022
Google Certification Fundamental of Digital Marketing	2022
TOOLS & SOFTWARE	
Adobe Photoshop	
Adobe Illustrator	

#### **LANGUAGES KNOWN**

English - Advanced Tamil - Native