ABDUL AHAD J

Graphic Designer | Visual Branding Specialist | AI-Powered Creative

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PROFESSIONAL SUMMARY

Creative Graphic Designer with **3+ years** of hands-on experience producing high-impact visual content for **digital and print media** across global brands, agencies, and 50+ freelance clients. Specialist in **brand identity, social media design, marketing collateral, posters, banners, packaging, and digital advertising.** Proficient in the full Adobe Creative Suite with working knowledge of UI/UX design in Figma and motion graphics in After Effects. Actively uses **AI design tools** (Adobe Firefly, Midjourney, DALL·E) to accelerate creative production and deliver smarter, faster results. Awarded Best **Employee of the Year at eClerx (2025)** for design excellence and consistent client impact.

PROFESSIONAL EXPERIENCE

Graphic Designer & Visual Content Specialist · Falcon Square Private Limited May 2025 – Present

- Design high-quality **posters, banners, social media posts, digital ads, flyers, and promotional creatives** for enterprise and SaaS clients using Adobe Photoshop, Illustrator, and InDesign.
- Create engaging visual content calendars for social media platforms (Instagram, LinkedIn, Facebook) ensuring brand consistency and audience engagement.
- Produce web and **mobile UI screens in Figma,** supporting product teams with design **assets, icons, and UI components.**
- Create short-form motion graphics, animated social media reels, and promotional video edits using Adobe After Effects and Premiere Pro.
- Use **AI tools** - Adobe Firefly, Midjourney, and ChatGPT - to ideate concepts, generate visual references, and reduce design turnaround time by ~40%.
- Maintain **brand guidelines and visual identity systems** to ensure consistent cross-platform communication.

Graphic Designer · eClerx Jun 2023 – May 2025

- Produced high-volume, campaign-ready graphic design assets - posters, flyers, social media creatives, coupons, magazines, brochures, and banners for **Fortune 500 global clients.**
- Increased campaign engagement by 25% through visually compelling print and digital marketing materials.
- Designed layouts for signage, corporate communications, and presentation decks aligned with client brand standards.
- Collaborated closely with marketing and account teams to deliver design projects on time under tight deadlines.
- Awarded Best **Employee of the Year (2025)** for outstanding design quality, innovation, and contribution to team performance.

Freelance Graphic, UI/UX & Motion Designer · Self-Employed Aug 2020 – Present

- Delivered complete branding and graphic design solutions - logos, brand identity, packaging, social media kits, and print materials for 50+ clients across F&B, retail, education, and e-commerce.
- Designed social media post templates, digital ad creatives, and email banners for small businesses and startups.
- Built responsive landing page mockups and app UI screens in Figma for client handoff to developers.
- Produced animated explainer videos, Instagram reels, and product demo content using After Effects and Premiere Pro.
- Designed **20+ hero section concepts across UI trends** - Bento Grid, Glassmorphism, Neumorphism, and Minimalism.

EDUCATION

Bachelor of Science – Computer Science 2020 – 2023

Government Arts College (Autonomous), Coimbatore, TN · 80% Aggregate

KEY PROJECT

Reztro – Digital Table Ordering System (UI/UX & Branding) May – Jul 2025

- Designed complete brand identity and UI for a mobile-first restaurant ordering platform using Figma and Design Thinking methodology.
- Created customer-facing and admin panel wireframes, interactive prototypes, and a QR-code based ordering flow — reducing order delays by 40%.
- Delivered branded visual assets, loading animations, and a scalable design system for the product team.

TECHNICAL SKILLS

Graphic Design (Expert)

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Canva
- Adobe Express
- Lightroom
- Print & Digital Design
- Brand Identity
- Social Media Design
- Packaging Design
- Poster & Banner Design
- Typography

UI/UX Design (Intermediate)

- Figma
- Adobe XD
- Wireframing
- Prototyping
- Design Systems
- UI Components
- Responsive Layouts
- FigJam

Motion & Video (Beginner)

- Adobe After Effects
- Adobe Premiere Pro
- Lottie Animations
- Social Media Reels
- Animated Explainers
- Video Editing

AI & Productivity Tools

- Adobe Firefly
- Midjourney
- DALL·E
- ChatGPT
- Copilot
- Gemini
- Notion
- Google Workspace

CERTIFICATIONS

- The Branding Masterclass - Udemy — Dec 2024
- Figma UI/UX Design – Advanced - Udemy — Jul 2024
- Adobe After Effects Certification - Udemy — Jul 2024
- Adobe InDesign CC – Advanced Training - Udemy — Jun 2024
- Generative AI for Creatives with Adobe Firefly - Udemy — May 2024
- Foundations of User Experience Design - Google — Aug 2023
- Retro Vintage Logo Design - Udemy — Aug 2020

AWARDS & RECOGNITION

Best Employee of the Year 2025 — eClerx
Recognized for exceptional design quality, cross-team collaboration, innovation, and measurable client impact.

CORE COMPETENCIES

Brand Identity Design • Social Media Graphics • Digital Marketing Creatives • Print Design • Poster & Banner Design • Packaging Design • Typography • Color Theory • Marketing Collateral • Visual Communication • Visual Design • Art Direction • Creative Direction • Content Strategy • Storytelling • Asset Management • Campaign Design • Corporate Branding • UI/UX Design • Figma • Adobe Creative Suite • AI-Powered Design • Cross-functional Collaboration • Content Creation • Attention to Detail • Deadline-Driven • Remote-Ready • Video Editing • Canva.