



# Ajay Sharma

UI UX Designer

## Contact

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## Tools I'm Skilled At

- Figma
- Adobe Illustrator
- Adobe Photoshop

## Skills Other Than Designing

- WordPress
- Framer
- HTML & CSS

## Education

- 2014-2017  
**BBM - Mysore University**  
IBMR School of Business, Gurugram
- 2012-2013  
**XII - CBSE**  
Shiksha Bharti Public School, Delhi
- 2010-2011  
**X - CBSE**  
Shiksha Bharti Public School, Delhi

## About Me

I am a mid-level UI/UX designer with two years of professional experience in the field. My expertise lies in conceptualizing and designing engaging software products that are both aesthetically appealing and highly functional. With strong problem-solving abilities and creative skills, I am able to deliver effective solutions that satisfy the needs of both the customer and the end-user.

## Experience

- UI & Graphic Designer July 2022 - Present

### Cyber Vision Infotech Pvt. Ltd.

- Role Evolution:** Started as a Graphics Designer and transitioned to a UI Designer within three months by self-learning UI design and mastering tools such as Figma and Adobe XD.
- UI/UX Design:** Sole UI designer for one year, responsible for creating intuitive and visually appealing interfaces for over 30 websites, several in-house mobile applications, and client-side mobile applications.
- Project Management:** Managed end-to-end UI design processes, from initial concept sketches and wireframes to final high-fidelity prototypes, ensuring a seamless user experience.
- Brand Identity:** Continued to design and deliver compelling social media posts and brand identity materials for various clients, maintaining consistent brand messaging and aesthetics.
- Collaboration:** Worked closely with developers, project managers, and stakeholders to ensure the successful implementation of design solutions that met business objectives and user needs.
- Innovation and Creativity:** Leveraged design principles and innovative approaches to create user-centric designs, improving user engagement and satisfaction.

## Experience

● Digital Marketing

March 2021 - April 2022

### Group 5 Manpower

- **Email and WhatsApp Campaigns:** Conducted targeted email and WhatsApp campaigns to advertise the company's B2B service proposals, enhancing outreach and client engagement.
- **Website and Job Portal Management:** Managed the company's website and third-party job portals (LinkedIn, Indeed, Naukri.com, Job Hai, etc.), effectively advertising job openings available at client companies.
- **Creative Design:** Designed presentations, social media graphics, and print banners for various marketing initiatives, ensuring a cohesive and professional brand image.
- **Freelance Web Development:** Developed the company's job portal website on WordPress as a freelancer prior to joining, providing a robust and user-friendly platform for job seekers and employers.

● Web & Graphic Designer

August 2020 - February 2021

### Joshi & Sons Hospitality Pvt Ltd

- **Website Design and Development:** Designed and developed the company's website from scratch using the WordPress platform, ensuring a visually appealing and functional online presence. Also integrated an in-house appointment booking system for their website.
- **Brand Identity Design:** Created logos and comprehensive brand identities for the company's various brands, establishing a consistent and professional brand image.
- **Marketing Collateral:** Designed marketing banners, social media posts, email templates, and office stationery, contributing to effective marketing campaigns and corporate communication.

● Web & Graphic Designer

January 2020 - May 2020

### CKA Hospitality Pvt Ltd

- **Website Design and Development:** Spearheaded the design and development of the company's website, ensuring an intuitive user experience and seamless navigation. Leveraged industry best practices and responsive design principles.
- **Menus & Packaging Design:** Crafted visually appealing menus that showcased the restaurant offerings, emphasizing brand identity and enticing customers. Designed packaging for their Thalys and Take-aways.
- **Marketing Collateral:** Designed eye-catching marketing banners and food packaging materials, contributing to effective promotional campaigns and brand visibility.
- **Social Media Management:** Managed the company's social media presence across platforms, creating engaging content, monitoring analytics, and fostering customer engagement.

## Training

● Digital Marketing Trainee

2018

### YICPL

- **Social Media Management:** Managed social media accounts for ADM's clients, creating engaging content and designing impactful social media posts and marketing banners.
- **Paid Social Media Campaigns:** Successfully executed paid social media campaigns for both the co-working space provider and the training center, driving brand awareness and customer engagement.
- **SEO Keyword Research:** Conducted thorough keyword research for client websites, optimizing their online presence and improving search engine visibility.