



AJITH YOGANATHAN

GRAPHIC DESIGNER | UI DESIGNER | EMAIL DEVELOPER



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@ AJ.NATHAN12@GMAIL.COM

PORTFOLIO

AJITHYOGANATHAN.COM

[INSTAGRAM.COM/MUSES_CIRCLE](https://www.instagram.com/muses_circle)

SKILLS

POSTER DESIGN



HTML/ CSS



ILLUSTRATION



CONCEPTS



RETOUCHING



ADVERTISING

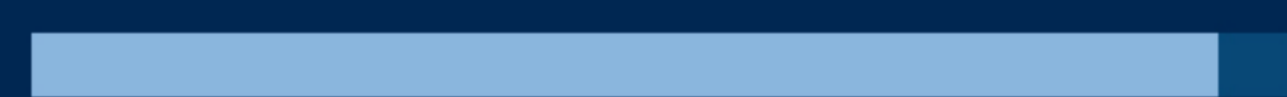


VISUALISATION



SOFTWARE

ADOBE PHOTOSHOP



ADOBE LIGHTROOM



ADOBE ILLUSTRATOR



ADOBE AFTER EFFECTS



ADOBE XD



FIGMA



SKETCH



3DS MAX



PROFILE

A highly intuitive and results-driven graphic designer and CRM production specialist with over 8 years of experience spanning diverse industries and projects. Possesses a strong appetite for bespoke and creative design, balanced by a rational approach to understanding client needs. Proficient in interpreting and executing in-depth design briefs, creating compelling email campaigns, and designing engaging visuals that drive customer engagement and conversions. With 4+ years of expertise in email marketing and campaign management, adept at leveraging CRM tools and collaborating with cross-functional teams to deliver high-quality marketing materials that align with brand standards and business objectives.

WORK EXPERIENCE

CRM PRODUCTION SPECIALIST JUL 2019 - FEB 2025

FARFETCH - FPS PLATFORM

- Designed visually appealing email templates, graphics, and marketing materials that adhered to brand guidelines and ensured consistency across digital and print mediums.
- Developed custom email templates using HTML and CSS, optimised for responsiveness across all devices, with expertise in responsive email design principles.
- Created responsive email design mock-ups using Sketch, Adobe XD, and Figma, enhancing collaboration and ensuring seamless implementation.
- Managed end-to-end email campaign processes for 24 clients, including A/B testing, list segmentation, personalisation, analytics, and campaign creation.
- Utilised Adobe Creative Suite (Photoshop, Illustrator, InDesign) to produce brand-consistent designs for email campaigns, social media, and website elements.
- Collaborated with clients and cross-functional teams to understand vision and objectives, delivering high-quality design solutions that met business goals.
- Simultaneously managed multiple design projects using tools like Trello and Jira, consistently meeting deadlines and maintaining client satisfaction.

FOUNDER & MOTION GRAPHIC DESIGNER 2015 - PRESENT

MUSES CIRCLE

- Lead design projects from concept to execution.
- Manage multiple design projects, ensuring deadlines and budgets are met.
- Mentor junior and mid-level designers, providing constructive feedback.
- HTML design of website - creating template designs and artwork for website. Editing photography using Photoshop.
- Creating animations and video designs using Adobe After Effects for promotional use across web and social.
- Design of promotional flyers, graphics for website and social, UI design for website
- Creating of logos and promotional material for internal and commercial use.

CONNECT



[www.linkedin.com
/in/ajith-yoganathan-192aa0b4](https://www.linkedin.com/in/ajith-yoganathan-192aa0b4)



[www.instagram.com
/muses_circle/](https://www.instagram.com/muses_circle/)



[www.facebook.com
/MusesCircle/](https://www.facebook.com/MusesCircle/)

REFERENCES

Available on Request

WORK EXPERIENCE

GRAPHIC DESIGNER

2017- 2019

CITY GODDESS/GODDIVA FASHION

- Conceptual UX design for website and e-commerce app platform
- Editing of product and model photography for ecommerce website (worked with CMS platform magneto)
- Email marketing bespoke template designs for use on mail chimp.
- Graphic artwork designed for outdoor mediums, rail, billboard working with JCDecaux, clear channel and exertion.
- Advertorial illustrations created for magazine publications both print and online.
- Marketing reports and contribution to digital strategy
- Graphics to be used for PPC advertising across google AdWords, YouTube and Facebook (Image ads, GIF, Animations).
- Illustrations and UI designs for website.
- Suite of graphics, videos and images created for social channels, internal devices and commercial use.

EXPERIENCE (YEARS AND LEVEL)



PHOTOSHOP



AFTER EFFECTS



HTML / CSS



FIGMA / SKETCH



ADOBE XD

EDUCATION

BA(HONS) 3D DIGITAL DESIGN & ANIMATION

2014-2016

GREENWICH UNIVERSITY, LONDON

RIGGING AND 2D ANIMATION

2012-2014

LONDON METROPOLITAN UNIVERSITY, LONDON

A/AS LEVEL MATHEMATICS, PRINT MEDIA, GRAPHICS

2010- 2012

NEWHAM SIXTH FORM COLLEGE, LONDON

GCSE 7 A-C INCL ENGLISH, MATHEMATICS AND SCIENCE

2005- 2010

BRAMPTON MANOR ACADEMY, LONDON

INTERESTS



DESIGNING



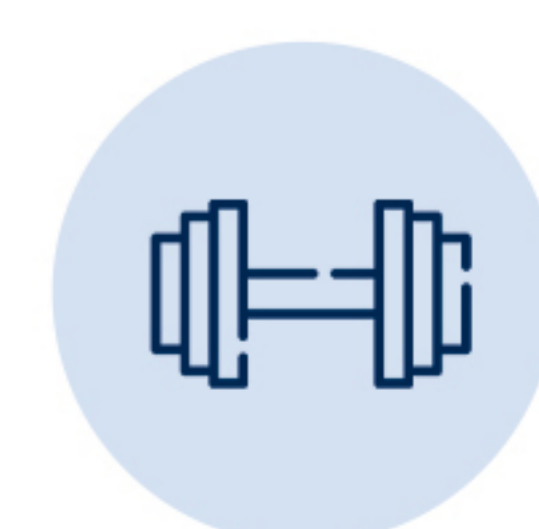
GAMING



MOVIES/
ANIME



DIGITAL
DRAWING



GYM