



AJITH YOGANATHAN

GRAPHIC DESIGNER | UI/UX DESIGNER | EMAIL DEVELOPER



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PORTFOLIO

AJITHYOGANATHAN.COM

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

SKILLS

EXPERIENCE DESIGN

SERVICE DESIGN

CRM & CAMPAIGN MANAGEMENT

USER RESEARCH

JOURNEY MAPPING

RE-ITERATIVE USER TESTING

USER PERSONAS

MENTORING & LEADERSHIP

STAKEHOLDER MANAGEMENT

DATA ANALYSIS

FRONT-END DEVELOPMENT

DESIGN TOOLS

FIGMA

SKETCH

ADOBE XD

ADOBE PHOTOSHOP

ADOBE ILLUSTRATOR

ADOBE AFTER EFFECTS

MIRO

3DS MAX

PROFILE

A highly intuitive and results-driven Experience Designer and CRM specialist with over 10 years of experience across B2B, B2C, and SaaS environments. Skilled in end-to-end service design, from user research and data analysis to crafting compelling digital and real-world experiences. Strong background in email marketing, UX/UI design, and front-end development (HTML/CSS). Proven track record in mentoring and developing young designers through Muses Circle, and leading sustainable design initiatives, including two NDA-protected projects that contributed to environmentally conscious digital transformation.

WORK EXPERIENCE



GRAPHIC DESIGNER

JUN 2025 - PRESENT

KEPLIN GROUP LIMITED

- Create high-quality Amazon product images, listing visuals, and A+ (Enhanced Brand) content to optimise conversion and engagement.
- Design Amazon Premium A+ and storefront visuals that enhance brand storytelling and align with overall identity.
- Develop adaptable brand identity systems across digital and retail platforms.
- Conduct brand and competitor research to inform visual direction and maintain a consistent brand tone across channels.
- Edit and retouch product photography to ensure premium presentation standards.
- Deliver licensed IP visuals (e.g. Peppa Pig, Lilo & Stitch) in compliance with Disney and BBC brand guidelines.
- Utilise AI tools (Gemini, Midjourney, ComfyUI) for mock-up creation and visual experimentation.
- Collaborate closely with marketing and product teams to align design execution with business objectives and storytelling goals.

Support additional e-commerce design initiatives, including social media and promotional assets.



CRM PRODUCTION SPECIALIST

JUL 2019 - FEB 2025

FARFETCH - FPS PLATFORM

- Led the end-to-end design process for 24 clients in multi-channel campaigns, including user journey mapping, A/B testing, personalisation, analytics, and optimisation.
- Created and iterated UX-driven design mock-ups in Sketch, Adobe XD, and Figma, enabling seamless collaboration with stakeholders and developers.
- Designed and delivered marketing materials, digital assets with a strong focus on UX and design system guidelines across digital/print platforms.
- Partnered with cross-functional teams and clients to translate requirements into user-centred solutions that supported both B2B/B2C objectives.
- Managed and mentored a small team of 2 junior designers, providing guidance on UX, design standards, and project delivery.
- Developed responsive, accessible templates using HTML/CSS for SaaS-based CRM platforms, ensuring consistency across devices with UX principles and business goals.
- Coordinated multiple design projects simultaneously using management tools such as Trello, Jira, and Miro, ensuring consistent user-first outcomes.

CONNECT



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



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



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

REFERENCES

Available on Request

FOUNDER & DESIGN LEAD

2015 - PRESENT

MUSES CIRCLE

- Founded and led a creative collective, mentoring junior/mid-level designers in branding, motion design, UX projects, providing guidance and constructive feedback.
- Directed end-to-end service design projects, integrating both digital and real-world touchpoints to deliver holistic user experiences.
- Delivered two sustainability-focused projects (under NDA), embedding environmentally conscious practices into design solutions.
- Designed and developed responsive digital products, websites, and campaigns for B2B/B2C clients, optimising user engagement and retention.
- Produced user-centred design solutions across channels, including UI, promotional materials, social media assets, ensuring consistency with brand design system guidelines.
- Created animations, motion graphics, and video assets for cross-channel use, enhancing digital experiences across customer journeys.
- Applied HTML/CSS for front-end website templates and email builds, ensuring responsiveness and accessibility.
- Oversaw multiple projects simultaneously, balancing deadlines and budgets while ensuring a high standard of creative output.

GRAPHIC DESIGNER

2017- 2019

CITY GODDESS/GODDIVA FASHION

- Designed and refined UI components and visual assets for the e-commerce website and app platform, ensuring consistency across digital touchpoints.
- Produced email marketing templates and campaign assets, enhancing brand visibility and engagement through platforms such as Mailchimp.
- Created digital artwork and interface visuals for advertising across PPC channels (Google Ads, YouTube, Facebook), including static, GIF, and animated formats.
- Delivered graphics, illustrations, and promotional visuals for both online and offline use, including social channels, billboards, and magazines.
- Edited and optimised product and model photography within a CMS (Magento), aligning visuals with brand style and e-commerce requirements.
- Produced illustrations and UI-driven marketing collateral, supporting brand storytelling across digital campaigns.
- Contributed to digital strategy reporting, aligning UI design outputs with campaign and business objectives.

EDUCATION

BA(HONS) 3D DIGITAL DESIGN & ANIMATION

2014-2016

GREENWICH UNIVERSITY, LONDON

RIGGING AND 2D ANIMATION

2012-2014

LONDON METROPOLITAN UNIVERSITY, LONDON

INTERESTS



DESIGNING



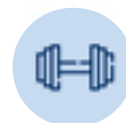
GAMING



MOVIES/
ANIME



DIGITAL
DRAWING



GYM