

AKSHAY RAJAN M

UI/UX & CREATIVE GRAPHIC DESIGNER

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PROFESSIONAL SUMMARY

Innovative Media Head and UI/UX Designer with 5.5 years of experience leading creative teams and managing cohesive brand operations across the education, healthcare, and fashion sectors. Proven expertise in architecting automated marketing workflows, driving lead generation, and orchestrating comprehensive digital campaigns. Adept at leveraging advanced AI tools and full-stack web technologies to streamline business operations, optimize departmental performance, and scale brand authority into emerging global markets.

PROFESSIONAL EXPERIENCE

Zyus Edutech FZE - UAE Media Head	Dec 2025 – Present
• Direct media operations and ensure cohesive brand messaging. • Manage design teams (video and graphics) and coordinate with external agencies. • Handle client relationships to ensure campaign objectives and deliverables are met. • Drive lead generation and implement automated marketing workflows. • Optimize media department performance to maintain high creative standards. • Developed AI-assisted automation for educational and backend operations to boost productivity.	
Mindz Management LLC – UAE UI/UX & Creative Graphic Designer – Media Coordinator	Aug 2024 – Nov 2025
• Manage creative design and media strategy for 4 sectors (3 schools, 1 clinic, and 1 fashion brand). • Develop and execute social media campaigns, run targeted ads, and analyze advertising performance metrics. • Design AI-powered creative posters, motion graphics, and promotional videos for marketing campaigns. • Create, configure, and maintain SEO-friendly websites using WordPress and Wix. • Coordinate with advertising vendors and agencies, scheduling tasks and ensuring timely delivery of projects. • Handle CRM software configuration and integrations for seamless marketing automation. • Collaborate with stakeholders to align branding and communication strategies across sectors. • Prepare campaign reports and optimize digital strategies for better engagement and ROI.	
AI Meraas Perfume Manufacture L.L.C – UAE UI/UX & Creative Graphic Designer	Aug 2022 – Jul 2024
• Designed and developed UI/UX layouts and prototypes for e-commerce and branding websites. • Managed and designed WordPress websites with user-friendly, responsive interfaces. • Created social media campaigns, branding elements, and digital marketing creatives. • Designed product packaging and promotional content aligned with market trends. • Produced motion graphics and videos for online and retail promotions.	
Valappila Communications Advertising Agency – Kerala, India Creative Graphic Designer	Oct 2021 – Feb 2022
• Designed advertising creatives including hoardings, classified ads, newspaper ads, and display ads. • Developed branding materials, packaging, brochures, flyers, and logos. • Created website banners and Google Ads visuals. • Created social media - branding elements, and digital marketing creatives.	

Bright Adz Advertising Company – Kerala, India Graphic Designer	Oct 2020 – Oct 2021
• Led a design team to create social media campaigns and branding materials. • Designed creative ads, business cards, brochures, and customized social media creatives. • Coordinated with clients to ensure consistency in design and brand identity.	

EDUCATION

Bachelors of Computer Application (BCA) Glocal University	2021 – 2024
• Specialized in Computer and Information Sciences, IT applications, and software development. • Coursework included C, C++, Java, .NET, and core IT concepts. • Developed strong problem-solving and technical skills for dynamic IT roles.	
Diploma in Computer Engineering State Board of Technical Education, Kerala	2015 – 2018
Higher Secondary (Computer Science) Govt. of India Secondary School Leaving Certificate (SSLC) Govt. of Kerala	2013 – 2015

CERTIFICATIONS

1 Million Prompters Dubai.AI – Certificate Dubai Future Foundation	Issued Mar 2025
• Credential ID: 64OOPFVROJM4 • Skills: Artificial Intelligence (AI), Prompt Engineering	
Foundations of User Experience (UX) Design Google LLC	Issued Mar 2025
• Credential ID: R433ON95KG2A • Skills: User Experience Design (UED), Figma, UX Research	
LinkedIn Content and Creative Design LinkedIn	Issued Apr 2024
• Credential ID: 2mqg5jq27a23 • Skills: Content Strategy, Creative Design, Digital Branding	

ADDITIONAL DETAILS

Date of Birth: 10 Jan 1998	
Nationality: Indian	
Marital Status: Single	
Passport No.: P3246897	(Valid until Oct 2026)