

MOHAMED VAJAHAD ALI A

Senior Visual Designer

+91 7395975870 @ amohks@gmail.com Bangalore

SUMMARY

I am an experienced design professional passionate about crafting compelling visuals. Proficient in Adobe Creative Suite, applying visual design principles to create captivating creations. Detail-oriented, committed to top-tier designs, leveraging comprehensive craft knowledge. Skilled in industry-standard design software, ensuring project execution to perfection. Keen eye for detail enhances work quality, reflecting dedication to excellence. Blend of creativity and technical expertise ready to contribute effectively to any creative team, delivering impactful designs.

PROFESSIONAL EXPERIENCE

Senior Visual Designer

Getmyuni Education Services 03/2021 - Present Bangalore

We simplify college selection with comprehensive info, ratings, reviews, and student forums, empowering students to make informed choices.

- Established and maintained UI standards for the product college page, college comparison across 100+ screens.
- Designed user interaction for a student dashboard, facilitating input of personal info, educational background, preferred location, stream, course and payment. Offered college suggestions based on preferences for seamless navigation.
- Improved college detail page, reducing dead clicks by 7% and increasing average session duration by 2 minutes.
- Redesigned mobile responsive college details, cutting bounce rate by 40%
- Produced over 20 lead generation landing pages, elevating lead capture by 150%
- Designed 500+ creatives for social media ad campaigns for various clients
- Designed over 200 mailer and banner campaigns, driving lead generation and guiding users to their desired colleges.

Visual Designer

Yenmin Communications 06/2018 - 02/2021 Chennai

We're a digital agency bringing brands to life, offering creative design, web development, and strategic marketing services.

- Managed the entire lifecycle of Employee Time Monitoring Software, initiating from conceptual wireframing through prototype creation, detailed UI design, and rigorous user testing. This encompassed crafting over 500 screens to ensure a comprehensive user experience.
- Contributed to over 20 client case study detail pages for Brew Interactive in Singapore.
- Revamped Fence Abroad's Delhi website, incorporating over 10 responsive screens, resulting in a 2-minute increase in average session duration.
- Created brand identities, logos, and corporate branding materials for over 50 clients, ensuring alignment with objectives and brand guidelines.
- Created over 10 lead generation landing pages for real estate sector and elevating lead capture by 150%

EDUCATION

Master of Computer Applications

Jamal Mohamed College 06/2015 - 04/2017 Tiruchirappalli

Bachelor of Computer science

Jamal Mohamed College 06/2012 - 04/2015 Tiruchirappalli

PORTFOLIO & PROFILE

https://vajahadali.online/

www.linkedin.com/in/vajahadali-design-offical

SOFTWARE SKILLS

Adobe Photoshop	Proficient	●●●●●
Figma	Proficient	●●●●●
XD	Proficient	●●●●●
Adobe Illustrator	Proficient	●●●●●
After Effects	Advanced	●●●●●

TECHNICAL SKILLS

User Interface Design	Web Design
Graphics Design	User Experience
Wireframing	Adobe Creative Suite
Web Designing	Branding

AWARDS

Limitless Performer

Received the Limitless Performer Award in Quarterly Excellence for Q4 III FY 23-24

Limitless Performer

Received the Limitless Performer Award in Quarterly Excellence for Q4 I FY 22-23.