

KUMAR ABHAY RAJ

Creative Strategy | Motion Design | AI-Integrated Production

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PROFESSIONAL SUMMARY

Senior creative professional with 8+ years of end-to-end design experience spanning motion graphics, brand identity, campaign strategy, and AI-driven production. Proven contributor to nationally recognised campaigns - including work featured on Ads of the World (Clio Network) and spotlighted by Mad Over Marketing. Recipient of the Century EPIC Champion Award for pioneering AI integration in creative workflows. Expert in Adobe After Effects, with hands-on command of the latest generative AI ecosystem (Midjourney, Runway Gen-4.5, ElevenLabs, Google Veo, Kling). Equally capable of executing pixel-perfect creatives and building scalable brand systems. Now seeking a managerial role in Creative Strategy or Design where breadth of skill is rewarded.

EXPERIENCE

Assistant Manager – Graphic Designer

Jul 2023 – Present

Century Real Estate Holdings Pvt. Ltd. | Bengaluru, Karnataka

- Contributed as Junior Visualiser on the 'Built Rare' (Codename) 360° campaign - a people-centric brand narrative spanning TOI Pan-Bengaluru front page, Bengaluru Airport OOH, digital and print; campaign featured on Ads of the World (Clio Network) and spotlighted by Mad Over Marketing.
- Independently conceived and designed Century Circles - the community brand identity for Century Residences - including brand guidelines, visual language, and full collateral system.
- Delivered campaign creatives across the full media mix: Meta Ads, Demand Gen, Taboola, MyGate, web banners, outdoor hoardings, OOH digital videos, emailers, floor plans, brochures, and launch flyers.
- Contributed creatively to Century Trails project launch, one of the brand's flagship residential developments.
- Pioneered AI integration into the marketing team's creative pipeline - built a live project website (Century Immensity, deployed on Vercel), produced AI-driven property videos using node-based generative AI workflows, and automated weekly competitive intelligence via Google Apps Script. Recognised with the internal EPIC Champion Award for AI creativity and innovation.
- Received a second internal Century Award for outstanding creative contribution to the marketing department.
- Built and maintained multiple brand templates and design systems to ensure visual consistency across all marketing touchpoints.
- Operated simultaneously across 4–5 active projects per cycle, delivering creatives to deadline in a high-volume real estate marketing environment.

Graphic Designer

Dec 2021 - Jul 2023

Emovur Embrace Technology | Bengaluru, Karnataka

- Executed branding, motion graphics, pitch decks, social media creatives, and email marketing assets for a diverse portfolio of clients including Northcare, Doosan, Panache Academy, Suraksha Car Care, Pavan Hyundai, and multiple Maruti Suzuki outlets.
- Designed a large-format standee (approx. 10ft x 8ft) for Doosan - printed and deployed at a product launch event in Russia, demonstrating the ability to deliver production-ready print assets at international scale.
- Managed visual identity and ongoing creative production for 6+ clients simultaneously, maintaining individual brand voices while meeting concurrent deadlines.
- Informally mentored and guided a team of 3 junior designers, reviewing work and establishing quality benchmarks for deliverables.
- Responsible for website creative asset management and social media content maintenance across client accounts.

Motion Graphic Designer

Moldbreaker Studio | Kolkata, West Bengal

- Created motion graphics for client marketing campaigns including social media videos, product launch videos, and explainer animations.
- Handled UI/UX design for client websites alongside motion production deliverables.

Jan 2021 - Dec 2021

Junior Graphic Designer

Creative Commune Brandscapers | Kolkata, West Bengal

- Executed branding and promotional creatives for clients including Titas Shoes, Arcadia Centre, PS Arcadia, Cosmix Retail, HAG Carpets, and The Rhythms of Life.

May 2019 - Nov 2019

FREELANCE & NOTABLE PROJECTS

Brand Identity - Ivylistic

Developed brand identity and creative assets for Ivylistic.

Apr 2026

Brand Identity - Advantrix Consultancy

Developed brand guidelines and ongoing campaign creatives for Advantrix Consultancy.

Dec 2025

Brand Identity - Ashrit Properties

Created brand identity and visual collateral for Ashrit Properties.

Dec 2025

Brand Identity & Website - Hotel Nalanda Regency

Designed complete brand identity and built the full website for Hotel Nalanda Regency, Rajgir, Bihar - starting with WordPress, then migrating to a custom build powered by Claude, ChatGPT, and Gemini working in tandem. Final site covers an 11-section homepage including rooms, amenities, location, and booking.

Oct 2025

Website UI Layout - EasyUni

Designed website UI layout and visual structure for EasyUni.

Mar 2025

Brand Identity - Bhumika Luxury Car Rentals

Created comprehensive brand guidelines and visual identity for a premium luxury car rental service.

Jul 2024

SKILLS & TOOLS

Adobe CC

After Effects (Expert) | Photoshop | Illustrator | Adobe Express | Firefly

Generative AI

Midjourney | Runway Gen-4.5 | ElevenLabs | Google Veo | Kling | Krea.ai | Google Whisk | Weave AI (Figma) | Google AI Studio

Automation

Make.com | Google Apps Script | n8n (exploration) | Node-based AI Generation

Design

Brand Identity | Creative Strategy | Motion Graphics | Visual Communication | Campaign Design | OOH | Floor Plan Design | Brand Guidelines

Digital Marketing

Meta Ads | Demand Gen | Taboola | MyGate | Web Banners | Email Marketing

Web & Other

WordPress | Canva | CorelDRAW | MS Office 365 | ChatGPT | Claude AI

AWARDS & RECOGNITION

- Ads of the World (Clio Network) - Featured contributor, Century Real Estate 'Built Rare' campaign (2024). Campaign spanned TOI Pan-Bengaluru front page, Bengaluru Airport OOH, and digital media.
- Mad Over Marketing - Campaign spotlighted for creative innovation in people-centric real estate communication (2024).

- Century EPIC Champion Award - Recognised internally for pioneering AI-integrated creative production within the marketing team.
- Century Internal Creative Award - Awarded for outstanding contribution to the marketing department's design output.
- Doosan International Print - Large-format design printed and deployed at a product launch event in Russia while at Emovur.

AI & PRODUCT BUILDS

Century Immensity - Project Website

Mar 2026

Built and deployed a fully functional real estate project website for Century Immensity using Claude Code. Live at century-immensity.vercel.app - demonstrates ability to ship production-ready web products end to end.

NANDI (Not A Normal Digital Intelligence) - WhatsApp AI Personal Assistant

Mar 2026

Built a personal AI assistant operational on WhatsApp via a dedicated phone number. Handles conversations, reminders, and personal tasks. Currently being upgraded into a standalone Android app for Play Store release.

BFC Multiplayer Football Game - LAN Game

Jan 2026

Designed and developed a multiplayer football game (supporting up to 6 players on LAN, plus bot mode) for office colleagues to celebrate Bangalore FC season - as Century was a BFC sponsor. Built using Claude Code and ChatGPT Codex. Game remains live on office servers.

WMMW (Where My Money Went) - Personal Finance Tracker App

Dec 2025

Built a personal Android finance app using HTML, CSS, JS and Capacitor. Features EMI tracking with due dates, account balance management, colour-coded transaction records, and CSV export.

AMIS (Automated Marketing Intelligence System)

Nov 2025

Built a Google Apps Script automation that runs every Monday and delivers a curated digest covering RERA regulatory updates, Century Real Estate mentions across the web, YouTube coverage, and competitor analysis - directly to inbox.

AI Property Video Production - Century Real Estate

Nov 2025

Produced high-quality AI-rendered property walkthrough videos using node-based generative AI workflows (Weavy AI / Freepik Spaces) - converting still architectural renders into cinematic videos published on Century's official YouTube channel.

EDUCATION

M.Sc. in Visual Communication

2018 – 2020

NSHM Knowledge Campus, Kolkata | CGPA: 7.92 / 10

B.Sc. in Multimedia, Animation & Graphic Design

2015 – 2018

NSHM Knowledge Campus, Kolkata | CGPA: 6.78 / 10

LANGUAGES

English (Full Professional) | Hindi (Native) | Bengali (Working) | Kannada (Learning)