VIJAYAN KOCHAN

Graphic Designer | SEO, UI/UX & Visual Design Specialist

Email: vijjayan@gmail.com | Phone: +91 73972 25990 | Location: Perungudi, Chennai - 600096, India

PROFESSIONAL SUMMARY

Graphic Designer with 18+ years of experience creating brand identity, marketing collateral, and digital visual design for enterprise brands, e-commerce companies, and premium jewelry and fintech clients. Designed 5,355+ websites and visual assets across 13+ companies spanning healthcare, fintech, jewelry, e-commerce, and SaaS industries.

Skilled in Adobe Photoshop, Adobe Illustrator, Adobe XD, and Figma, with strong expertise in brochures, flyers, infographics, banners, logo design, and branded marketing campaigns. Experienced in SEO-aligned content marketing, social media creative, and e-commerce visual design across WordPress, Shopify, and Squarespace platforms.

KEY HIGHLIGHTS

- 18+ Years of Professional Experience
- 5,355+ Websites Designed
- 13+ Companies Worked With

CORE SKILLS

- **Design Tools:** Adobe Photoshop, Adobe Illustrator, Adobe Creative Suite, Adobe XD, Figma, Dreamweaver
- **Print and Digital Collateral**: Brochures, Flyers, Infographics, Banners, Logo Design, Brand Identity
- **Marketing Design**: Social Media Graphics, Email Campaign Creative, Paid Advertising Creative, Marketing Videos
- **E-commerce and Web Graphics**: WordPress, Shopify, Squarespace, BigCommerce, PrestaShop, Bootstrap
- **Digital Marketing and SEO**: Search Engine Optimization, On-Page SEO, Keyword Strategy, Content Marketing
- **Production Skills**: PSD to HTML/CSS Conversion, Responsive Web Design, Cross-Browser Compatibility
- **3D and Motion**: 3D Modeling and Animation (Maya), Augmented Reality (AR), Character and Environment Design
- **Other**: AI-Assisted Creative Workflows, Brand Campaign Management, Cross-Functional Team Collaboration

PROFESSIONAL EXPERIENCE

Design Consultant — Self-Employed *May 2026 - Present*

- Scale startups through end-to-end brand and visual design, and digital marketing solutions.
- Design marketing graphics and e-commerce visuals using Squarespace, Shopify, and Bootstrap.
- Create infographics and visual assets for mobile and web application launches.

Technical Design Lead — Veneta Cucine India and The Baby Atelier *Oct 2025 - May 2026*

- Scaled brand identity and visual design across e-commerce platforms; led cross-functional design teams.
- Designed high-converting visual layouts for WordPress and Shopify storefronts.
- Managed SEO-aligned content marketing, keyword strategy, and paid campaign creative.
- Produced brochures, flyers, infographics, and banners aligned with brand identity.

AEM and Project Management Consultant (Freelance) — Self-Employed *Jan 2025 - Oct 2025*

- Delivered end-to-end graphic and brand design plus AEM/headless content architecture for startup clients.
- Designed marketing visuals and e-commerce graphics using Squarespace, Shopify, and Bootstrap.
- Applied AI tools to streamline creative production and personalized visual content.

Lead UI/UX Designer — Kenshilabs and SMExclusive Startups *May 2024 - Dec 2024*

- Led visual design strategy for multiple SaaS products; implemented AI-powered creative and design systems.
- Managed cross-functional creative teams using Adobe Creative Suite and Figma.
- Produced brand assets and structured content for headless/AEM-adjacent platforms.

Senior Visualizer — Squaredcircle Ecom *Oct 2023 - Mar 2024*

- Transformed business requirements into high-impact visual design solutions across WordPress, Squarespace, and Shopify.
- Designed marketing graphics, infographics, and layouts for e-commerce and mobile/web applications.

UI/UX Designer (Freelance) — FCSinfotech and Haramaintech Startups *Jul 2023 - Oct 2023*

- Delivered graphic and brand design solutions using Figma, Adobe Creative Suite, and SketchUp.
- Designed marketing visuals for e-commerce sites across WordPress, Squarespace, PrestaShop, BigCommerce, and Shopify.

UI/UX Designer - Honeycomb Creative Support Pvt Ltd *Jan 2022 - Jul 2023*

- Spearheaded visual design strategy for premium jewelry portfolio including Tanishq, Mia, Zoya, and CaratLane.
- Created high-impact B2C marketing materials in Adobe Photoshop and Adobe XD that increased brand visibility and conversion.
- Designed brochures, flyers, infographics, logos, and banners for e-commerce brand campaigns.

UI/UX Designer — iDigilogic Info Systems Startups *Jan 2021 - Dec 2021*

- Designed marketing visuals and interfaces for mobile, web, and healthcare brand campaigns using Adobe XD and Figma.
- Produced brochures, infographics, and banners for e-commerce and healthcare clients.

UI/UX Designer — Al Rajhi Takaful, Dubai *Apr 2020 - Jan 2021*

- Designed brand visuals and marketing collateral end-to-end using Adobe XD and Figma.
- Produced graphics aligned with Design Systems and brand accessibility standards for insurance/fintech clients.

UX Designer Specialist — Inhabitr - Housing Simplified *Jan 2020 - Mar 2020*

- Designed marketing and application visuals plus specialized healthcare/pharmaceutical creative using Adobe XD and Figma.

User Experience Designer — Mobius Knowledge Services *Dec 2019 - Jan 2020*

- Designed visual assets and layouts for mobile and web applications, including healthcare/pharma marketing collateral, using Adobe XD and Figma.

UI and UX Designer — Techaffinity Software's *Aug 2019 - Dec 2019*

- Designed and delivered a 1,548-page visual design project in Figma and Adobe XD ahead of schedule, exceeding client expectations.

Senior Graphic Designer — Vserve Software Solutions Pvt Ltd *Dec 2018 - May 2019*

- Designed websites and created social media marketing and submission imagery for internal applications.
- Produced marketing visuals for e-commerce sites across WordPress, Squarespace, .NET, PrestaShop, BigCommerce, and Shopify.

Freelancer - UX and Multi-Stack Designer — Uniqueratech Startup *Oct 2017 - Dec 2018*

- Designed company websites and marketing visuals; created 3D/AR art applications integrating emerging technology with brand design.
- Designed mobile application graphics and visual assets.

Graphic Designer — Sensiple Software Solutions Pvt. Ltd *Sep 2008 - Feb 2017*

- Redesigned Sensiple's interior and exterior branding and created supporting infographics for the building's interior design.
- Secured the TELEVOX project, transforming the company into a web development firm; designed and developed 4,985 websites.
- Designed marketing visuals for the Mayor of Omaha's office, earning praise across print media.
- Developed augmented reality animation models and mastered 3D tools; created marketing videos, brochures, flyers, infographics, logos, and banners.

Web Graphic Designer — Evina Softwares Startups *Apr 2006 - Apr 2008*

- Built responsive websites and marketing graphics from the ground up in Dreamweaver using advanced coding practices.
- Converted PSD design files into clean, pixel-perfect HTML/CSS with cross-browser compatibility.

Web Designer and 3D Animator — Jalls Media Startups *Apr 2005 - Mar 2006*

- Combined web design (HTML, CSS, JavaScript) with 3D animation and character/environment modeling in Maya for marketing content.

3D Animator — Maayasoft Media Startups *Aug 2004 - Apr 2005*

- Created 3D models and animations in Maya alongside web and marketing visual design.

Art Teacher — AEC School, Kudankulam *Sep 2003 - Aug 2004*

- Taught foundational to advanced art and graphic design techniques across school levels, including digital design software, color theory, and portfolio development.

EDUCATION

Bachelor of Fine Arts (B.F.A.), Textile Engineering

Government College of Fine Art and Crafts, Madras University | First Class | April 2003

Higher Secondary, State Board

A.E.C.S Secondary School, Kalpakkam | 52.91% | March 1999

LANGUAGES

English, Hindi, Tamil

NOTABLE PROJECTS AND DOMAINS

thebabyatelierco.com, venetacucineindia.com, NikahMeet.com, NikahGroups.com, EliteNikah.com, ZelusPhysiotherapy.com, DaddyandCaddy.com, Squaredcircle.in, Sensiple.com, Svtrust.org.in, Kenshilabs.com, Contentco-lab.co, Smartt-ai.com, Editinfinite.com, Alosraonline.com, Twinslabpizza.com, GoldandGoldPerfume.com, Idigilogic.com, FCSinfotech.com, Cognuitdesign.com, Zivratech.com, Alrajhitakaful.com, Harrywintston.com, Mayors-office.cityofomaha.org, Haramaintech.com, Lunarinfotech.co

PORTFOLIO LINKS

Behance Portfolio | LinkedIn Profile | CV Profile | Gallery