

KUMAR ABHAY RAJ

AI Creative Designer | Creative Technologist | Brand & Motion

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PROFESSIONAL SUMMARY

AI creative designer with 7+ years across brand identity, motion design, and campaign production, now shipping working products alongside the design work. Brought artificial intelligence into a traditional marketing team's daily pipeline at Century Real Estate: designed and built the official project website for a flagship development with Claude Code, produced AI-rendered property films, and automated a weekly market-intelligence digest that has run every Monday since. Recognised with the internal Century EPIC Champion Award for that work, and a second internal award for design output. Contributed as junior visualiser to the 'Built Rare' campaign, which was featured on Ads of the World (Clio Network) and spotlighted by Mad Over Marketing. Works hands-on across Adobe After Effects and the current generative AI stack. Seeking a senior or managerial role where design judgment and the ability to build sit at the same desk.

EXPERIENCE

Assistant Manager – Graphic Design

Jul 2023 – Present

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

Promoted from Senior Executive – Creative Strategy

- Pioneered AI integration into the marketing team's creative pipeline: designed and built the Century Immensity project website with Claude Code, adopted as the official project site and live at immensity.centuryrealestate.in. Recognised with the internal EPIC Champion Award for AI creativity and innovation.
- Produced AI-rendered property walkthrough videos using node-based generative AI workflows (Weavy AI, Freepik Spaces), converting still architectural renders into cinematic films.
- Automated AMIS, a weekly market-intelligence digest covering RERA regulatory updates, brand mentions across the web, YouTube coverage, and competitor analysis, built in Google Apps Script and delivered to inbox every Monday since launch.
- Built The Quiet Desk, a workplace wellness web app, in a single day; evaluated by the Head of L&D for rollout across 400+ employees.
- 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, hoardings, OOH videos, emailers, floor plans, and brochures.
- Contributed creatively to Century Trails project launch, one of the brand's flagship residential developments. Received a second internal Century Award for outstanding creative contribution to the marketing department.
- Built brand templates and design systems for visual consistency across all touchpoints, running 4–5 active projects per cycle in a high-volume 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.

- Informally mentored and guided a team of 3 junior designers, reviewing work and establishing quality benchmarks for deliverables.

Motion Graphic Designer

Jan 2021 - Dec 2021

Moldbreaker Studio | Kolkata, West Bengal

- Created motion graphics for client marketing campaigns including social media videos, product launch videos, and explainer animations.
- Built the complete brand identity and product catalogue for The Mincare Co.
- Handled UI/UX design for client websites alongside motion production deliverables.

Junior Graphic Designer

May 2019 - Nov 2019

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.

FREELANCE & NOTABLE PROJECTS

Brand Identity - Ivylistic

Apr 2026

Built the brand identity and supporting creative asset system.

Brand Identity - Advantrix Consultancy

Dec 2025

Developed brand guidelines and ongoing campaign creatives for a business consultancy.

Brand Identity - Ashrit Properties

Dec 2025

Created the brand identity and visual collateral system for a real estate developer.

Brand Identity & Website - Hotel Nalanda Regency

Oct 2025

Designed the complete brand identity and built the full 11-section website for a hotel in Rajgir, Bihar - migrated from WordPress to a custom AI-assisted build. Live at nalandaregency.in.

Website UI Layout - EasyUni

Mar 2025

Designed the website UI layout and visual structure for an education platform.

Brand Identity - Bhumika Luxury Car Rentals

Jul 2024

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

SKILLS & TOOLS

Adobe CC

After Effects | Photoshop | Illustrator | Adobe Express | Firefly

Generative AI

Midjourney | Runway | Google Veo | Higgsfield | ElevenLabs | Krea.ai | Figma Weave | Opal | Pomelli

AI Building

Claude Code | Codex | Cursor | Hermes Agent | Emergent | Replit | Stitch | Google AI Studio | Vercel | Netlify

Automation

Google Apps Script | Make.com

Design

Brand Identity | Design Systems | Design Strategy | Motion Graphics | Visual Communication | Campaign Design | Ads | OOH | Print Design | Brand Guidelines

Web & Other

UX | UI | Web Design | WordPress | Canva

AWARDS & RECOGNITION

- Century EPIC Champion Award - Recognised internally for pioneering AI-integrated creative production within the marketing team (2025).

- Century Internal Creative Award - Awarded for outstanding contribution to the marketing department's design output (2025).
- Ads of the World (Clio Network) - Century Real Estate's 'Built Rare' campaign featured (2024), contributed to as junior visualiser. 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).

AI & PRODUCT BUILDS

DesignKAR Portfolio - designkar.in

Jul 2026

Designed, built, and deployed a personal portfolio site end to end with an AI toolchain, including a custom no-code content editor so the whole site updates without touching code. Live at designkar.in.

Century Immensity - Project Website

Mar 2026

Built and deployed a fully functional real estate project website for Century Immensity using Claude Code. Adopted as the official project site, live at immensity.centuryrealestate.in - 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, deployed on Oracle Cloud. 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 for office colleagues to celebrate Bangalore FC season, as Century was a BFC sponsor. Runs 6 players per room with unlimited rooms, so colleagues play from their own systems, plus a bot mode. Built using Claude Code and Codex, self-hosted on a local machine.

The Quiet Desk - Workplace Wellness Web App

Jan 2026

Built a workplace wellness web app in a single day, offering guided breaks and focus tools for desk workers. Evaluated by the Head of L&D for rollout across 400+ employees.

Uncovered - Personal Finance Tracker App

Dec 2025

Built and published an Android finance app on the Google Play Store using HTML, CSS, JS and Capacitor. Features EMI tracking with due dates, account balance management, colour-coded transaction records, and CSV export.

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)