



THOMASKUTTY. A. V

Graphic Designer, UI/UX Designer
WordPress Developer

+91 9496753782

av.thomaskutty@gmail.com

www.linkedin.com/in/avtekm

avtfolio.com

EDUCATION

NATIONAL DIPLOMA A Five-Year Course With Specialization In Applied Art

At RLV College Of Fine Arts
Tripunithura, Kerala

**KGTE - HIGHER GRADE
CERTIFICATION** In Design
Freehand Drawing & Painting
From Department Of Kerala
Government Technical
Examinations

**RECEIVED TRAINING ON
EFFECTIVE PROTOTYPING**
By Human Factors International
(HFI) At Bangalore

AWARDS

Won A **GOLDEN WEB AWARD** For
Khel.Com Redesign (Sports
Channel Of Sify.Com) In The Best
Clean Website Category

**RECEIVED TWICE
SIFY WAY AWARD** For
Outstanding Contributions

PROFESSIONAL SUMMARY

- Accomplished creative professional with extensive experience in web portal user interface design and graphic design.
- Skilled in developing responsive websites using WordPress CMS.
- Recognized for strong leadership and project management skills, as well as for delivering exceptional, award-winning designs.
- Experienced in leading advertising agencies in Bangalore and Cochin.
- Proven ability to manage creative teams from concept to completion.
- Effective collaborator with business, marketing, and product teams to create innovative solutions across digital and print platforms.

WORK EXPERIENCE – DIGITAL MEDIA

OWNER & PRINCIPAL DESIGNER

TOMATO CREATIVE COMMUNICATIONS | ERNAKULUM | 2010 – PRESENT

- Taking care of UI/Creative projects, right from the start to making it live.
- Design and development of responsive websites using WordPress CMS.
- Creating Social media pages & online/offline promotional marketing materials.
- Providing Online and offline branding solutions.

MANAGER – CREATIVE SERVICES (DESIGN HEAD)

SIFY TECHNOLOGIES LTD. | TIDEL PARK, CHENNAI | JUNE 2007 – NOVEMBER 2009
(www.sifytechnologies.com)

- Managed day-to-day operations of the Creative team, including setting priorities, assigned resources and ensured that project goals were achieved.
- Interacted with business heads to gather & review the design requirements of the company from time to time.
- Conceptualized & developed wireframes/prototypes to communicate high-level design strategies and detailed interaction behaviors.
- Oversaw simultaneous projects from inception to completion, reviewed project plans, designs, and deliverables.
- Responsible for QC and evaluation of team performance.
- Collaborated with the marketing team to work on promotional requirements for strategic marketing campaigns.
- Generated innovative advertising and contests for various brands.

ASSISTANT MANAGER – CREATIVE SERVICES

SIFY TECHNOLOGIES LTD. | TIDEL PARK, CHENNAI | MAY 2005 – JUNE 2007

- Spearheaded the user interface design team of 10 web designers, including Flash scripting and HTML experts.
- Led the redesign of the Sify.com portal with a new brand logo and theme color across platforms, fulfilling the brand refresh exercise.
- Delivered high-fidelity webpage prototypes for business approval and provided final HTML for the development team and quality control checks.
- Provided innovative advertising solutions and contests for various brands.
- Mentored and guided team members on key skills.

SKILLS/EXPOSURE

Responsive Web Design
Graphic Design
Typography & Color
Website Hosting & Maintenance
Familiarity with SEO Tools
Team Management
Cross-Functional Collaboration
Project Timeline Management
Mentoring Junior Designers

TOOLS

Photoshop
WordPress
Figma
Illustrator
Dreamweaver
InDesign
PowerPoint

LANGUAGES KNOWN

ENGLISH : Reads, Writes, Speaks

MALAYALAM : Reads, Writes, Speaks

KANNADA : Speaks

TAMIL : Speaks

HINDI : Understands, Reads, Writes

SR. WEB DESIGNER – GRAPHIC DESIGNER

SIFY TECHNOLOGIES LTD. | TIDEL PARK, CHENNAI | MAY 1999 – MAY 2005

- User Interface designer for Sify.com portal and all its channels.
- Innovative online advertising support for internal/external clients.
- Contributed to increased advertisement revenue and stickiness of site traffic.
- Content enhancement by adding interactive features.
- Redesigned complex sites like carstreet.com, samachar.com, khel.com & others, interestingly by thoughtfully simplifying them.
- **Received clients as well as internal appreciation and repeated orders** from Rexona, Philips, Mitsubishi Lancer, Colgate, Bacardi, etc.
- Initiated for awareness of design process among the Junior Designers.

WORK EXPERIENCE – PRINT MEDIA

Played many roles in the graphic designing areas such as Prototype Specialist, Illustrator & Visualizer in various advertising agencies in Cochin and Bangalore. Worked for Coca-Cola, Arvind Garments, BPL Washing Machines, Louis Philippe, Kids Kemp, Hindustan Machine Tools, Sitco Watches, Resorts & Hotels, Pharmaceutical, Real estates, Exporting firms and many more.

PROTOTYPE SPECIALIST | ILLUSTRATOR

CHAITRA LEO BURNETT | BANGALORE | 1997-1999
Indian Operation Of Leo Burnett Ad Agency

VISUALIZER / ILLUSTRATOR

CREATIVE GROUP ADVERTISING & MARKETING | BANGALORE | 1995 – 1997

PROTOTYPE SPECIALIST / ILLUSTRATOR

MEDIA EXEMPLARS ADVERTISING & MARKETING | ERNAKULAM | 1993 – 1995

PROTOTYPE DESIGNER

INDUS ADVERTISING | ERNAKULAM | 1991 – 1993