

# LIJU PANKAJ

SENIOR GRAPHIC DESIGNER | AI WORKFLOW SPECIALIST | LLM APPLICATION BUILDER



## Contact

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## SKILLS

### AI & GENERATIVE DESIGN TOOLS

- Claude, Claude Code, Claude Design
- ChatGPT (Advanced prompting, automation workflows)
- Gemini (Nano Banana Pro)
- OpenAI Codex
- Runway (AI Video Tools)
- Midjourney (AI image generation)
- Freepik AI Tools
- Sora (AI video generation)
- Lovable.dev (AI-powered app builder)

### AI DEVELOPMENT & AUTOMATION

- LLM-based Application Development
- Python Automation & API Integration
- AI Workflow Design
- Prompt Engineering
- AI-assisted Creative Production

ADOBE PHOTOSHOP CC

ADOBE INDESIGN CC

ADOBE ILLUSTRATOR CC

ADOBE DREAMWEAVER CC

ADOBE XD

ADOBE AFTER EFFECT CC

ADOBE PREMIERE PRO CC

## PROFESSIONAL SUMMARY

Senior Graphic Designer with 24 years of experience, including 21 years in the UAE, specializing in creative design, AI-powered workflows, and automation. Experienced in integrating generative AI tools and LLM-based applications to enhance creative production, streamline processes, and develop innovative digital solutions. Seeking opportunities to contribute my combined expertise in design, AI, and technology to drive creative and operational excellence.

## EXPERIENCE

**Senior Graphic Designer | AI Workflow Specialist | LLM Application Builder**  
**Eleven777 Advertising LLC, Dubai | 2011 - Present**

### AI PRODUCTS & AUTOMATION

- > Creator of VectorGuard AI, an AI-powered vector file verification system designed to automate print and prepress validation workflows.
- > Built Eleven777 Estimate AI, a web-based estimation platform using Codex, Lovable.dev, and LLM workflows to automate project estimation and proposal generation.
- > Developed AI-powered internal tools and LLM-based applications using Python, APIs, and generative AI technologies to streamline design verification, enhance creative workflows, and improve production efficiency.

### RESPONSIBILITIES

- > Integrating AI-powered tools and LLM-based automation into the creative workflow to accelerate concept development, campaign ideation, and overall production efficiency.
- > Conceptualize and design innovative digital solutions for a wide range of clients, including websites, social media campaigns, and interactive presentations.
- > Mentor and guide junior designers, providing constructive feedback and fostering their professional growth.
- > Stay updated with the latest design trends, tools, and technologies to enhance the quality and effectiveness of design deliverables.
- > Successfully manage multiple projects simultaneously while meeting tight deadlines and maintaining a high level of quality.
- > Developed and executed creative design concepts for various marketing collaterals, including brochures, flyers, logos, and branding materials.
- > Worked closely with clients to understand their requirements, provide design recommendations, and deliver customized design solutions.
- > Troubleshooting, software installations, resolving networking issues, configuring system setups, implementing backup solutions, and providing assistance to colleagues with inquiries related to software matters.

## SKILLS

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HTML5 AND CSS

WORDPRESS CMS

GOOGLE WEB DESIGNER

MICROSOFT POWER POINT

MICROSOFT WORD

MICROSOFT EXCEL

KEYNOTE

## PERSONAL PROFILE

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### DATE OF BIRTH

23 / 04 / 1977

### NATIONALITY

INDIA

### LANGUAGE KNOWN

ENGLISH, HINDI & MALAYALAM

## EDUCATION

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DIPLOMA IN MULTIMEDIA

FROM C-DAC, KERALA.

DIPLOMA IN SOFTWARE &  
HARDWARE MANAGEMENT  
FROM C-DAC, KERALA.

DEGREE

FROM ST. CYRILS COLLEGE ADOOR,  
PATHANAMTHITTA, KERALA.

## MAJOR CLIENTS

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EMIRATES NBD, INFORMA, ROVE HOTELS, EMAAR, 3M, BURJ AL ARAB,  
HERTZ, ARMANI HOTEL AND MESSE FRANKFURT

## MAJOR PROJECTS

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EMAAR EXPO 2020, IPL UAE CAMPAIGN, ADDRESS BOULEVARD HOTEL  
AND ADDRESS DOWNTOWN HOTEL OPENING CAMPAIGN AND EMAAR  
RAMADAN CAMPAIGN.

## WORK EXPERIENCE

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### Production and Pre-Press Manager

*Nabeel Printing Press LLC / Ajman / 2009 - 2011*

### Pre Press Supervisor

*Modern Graphic Printing Press LLC / Sharjah / 2008 - 2009*

### Graphic Designer, CTF & Scanner Operator

*AL Sidra Printing Press LLC / Sharjah / 2006 - 2008*