

DURAI AYYAPPAN

Senior Digital Designer | Email Specialist

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PROFESSIONAL SUMMARY

Senior Digital Designer and Email Specialist with 20+ years of experience in digital design and development, including the last 12 years delivering email marketing and CRM campaigns. Skilled in producing high-quality content across websites, e-newsletters, social media, video, graphics, and interactive campaigns, ensuring accessibility, GDPR compliance, and brand consistency. Experienced in leading end-to-end campaigns, mentoring teams, and collaborating with stakeholders to deliver impactful digital communications that drive engagement, recruitment, and awareness. Proficient in Salesforce Marketing Cloud, Adobe Campaign, Adobe Creative Cloud (Photoshop, After Effects, Dreamweaver), Figma, HTML, and CSS, with expertise in building modular templates, reusable components, and conducting rigorous testing and optimization. Recently upskilled in Generative AI for digital content creation, enhancing creativity, efficiency, and innovation. Passionate about creating digital experiences that connect, communicate, and deliver measurable results.

AREAS OF EXPERTISE

- **Digital Content & Campaigns:** Content strategy, multi-channel production, newsletters, social media, video, graphics, interactive campaigns.
- **Email Marketing & CRM:** Salesforce Marketing Cloud, Adobe Campaign Classic & Standard, Movable Ink, A/B testing, personalized journeys, automated workflows.
- **Design & Development:** Adobe Creative Cloud (Photoshop, After Effects, Dreamweaver), Figma, HTML/CSS, modular templates, reusable components.
- **Leadership & Collaboration:** Mentoring, freelance coordination, stakeholder communication, project management, campaign optimization.
- **Compliance & Optimization:** GDPR, accessibility, cross-device/email client testing, analytics-driven content improvements.
- **AI & Innovation:** Generative AI concepts, prompt engineering, AI-assisted content creation, risk awareness, and practical applications in creative campaigns.

- **Core Competencies:** Troubleshooting & problem-solving, quick learning and adaptability, attention to detail & quality assurance, team leadership & mentoring, project management & multitasking, content strategy & management, concept-to-execution campaign delivery.

WORK EXPERIENCE

DA Creative Labs Ltd | London, UK

Founder / Freelance Email Specialist & Digital Designer | August 2025 – Present

- Plan, create, and deliver high-quality digital content across multiple platforms, including websites, e-newsletters, social media, and video/graphic assets, ensuring alignment with client branding and messaging.
- Lead end-to-end content campaigns, from strategy and concept development to production, publishing, and performance analysis.
- Develop engaging digital assets including interactive email campaigns, graphics, animations, and short-form video content to support client objectives.
- Ensure all digital content adheres to GDPR, accessibility, and brand compliance standards.
- Collaborate with clients and internal stakeholders to identify content needs, set priorities, and provide guidance on digital strategy.
- Mentor and coordinate freelance contributors to maintain content quality, meet deadlines, and deliver cohesive campaigns.
- Monitor campaign performance and optimize content based on analytics to improve engagement, reach, and conversion.

VML (Wunderman Thompson, TAG Worldwide) | London, UK

Senior Digital Designer/Developer | October 2012 – July 2025

- Continuous 12+ year tenure serving News UK's in-house creative team, Pulse Creative, through a series of agency evolutions (TAG Worldwide, Wunderman Thompson, and now VML), consistently delivering high-impact email marketing solutions.
- Lead the end-to-end design and development of diverse email campaigns, including bold promotional emails, highly personalized customer journeys, automated workflows, and newsletters, driving measurable results for a key client.
- Expertly leverage leading email platforms such as Salesforce Marketing Cloud and Adobe Campaign, integrating complex interactive elements to enhance user engagement and optimize campaign performance.
- Utilize advanced proficiency in Adobe Creative Cloud and After Effects to produce visually polished and performance-driven email assets, ensuring brand consistency and optimal user experience across all campaigns.

- Developed and implemented modular email templates, reusable components, fragments, and blocks, significantly improving workflow efficiency and accelerating campaign deployment within marketing platforms.
- Developed and optimized email creative and templates for rigorous A/B testing within Adobe Campaign Standard, contributing to enhanced campaign performance and measurable improvements in engagement and conversion.
- Ensured optimal cross-device and email client compatibility by performing comprehensive email testing and quality assurance (QA) using industry-standard tools like Litmus and Email on Acid, maximizing deliverability.
- Collaborate extensively with internal teams (Account Managers, Project Managers, Copywriters, Designers, Artworkers) and CRM Campaign teams, clients & stakeholders to translate strategic objectives into effective email solutions, consistently meeting complex brief requirements and contributing to client growth.

Yardstick Media Limited | London, UK

Email Marketing Technician | Apr 2012 – Oct 2012

- Designed and developed email newsletters and landing pages, ensuring cross-browser and diverse email client consistency.
- Conducted testing and optimisation of email campaigns to meet specific campaign objectives and improve deliverability through industry best practices.
- Performed Quality Assurance (QA) for campaigns, ensuring accuracy of content, functionality, and adherence to brand guidelines.
- Analysed campaign performance data, including key email metrics (clicks, registrations, unsubscribes), to inform future strategies.
- Managed email marketing program development, testing, and analysis, incorporating knowledge of CAN-SPAM/anti-spam legislation.

Nine Stars GB Limited | London, UK

Web/Graphic Designer & Front-End Developer | Sep 2011 – Mar 2012

- Designed, developed, and maintained new and existing websites, webpages, landing pages, email newsletters, promotional banners, video, and print creatives.

Cluster Infoway | Chennai, India

Web and Graphic Designer & Front-End Developer | Nov 2007 – Dec 2008

Tribal DDB (mudra.com) | Chennai, India

Creative Designer and Developer | Dec 2006 – Nov 2007

H.M Exports (heeramoti.com) | Chennai, India

Head of IT Department | Nov 2003 – Aug 2006

ZTN Media Solutions Pvt Ltd | Chennai, India

Web Designer, Front-end Developer | Jul 2002 – Oct 2003

Melkash Studio Pvt Ltd | Chennai, India

Story Writer / Animator | Apr 2002 – Jun 2002

EDUCATION

- **Master's in Computer Science & Internet Applications**
2009–2010 University of Bedfordshire, UK
- **Master's in Information Technology**
2006–2007 University of Madras, India
- **Bachelor's in Chemistry**
1999–2001 Loyola College, India

CERTIFICATIONS & COURSES

- AI Online Training (WPP & VML)
 - **AI in Action:** Understanding Generative AI core concepts, effective prompting, potential risks, and practical applications as an analyst, creative co-conspirator, and teammate.
 - **Introduction to Generative AI:** Core concepts of Generative AI, types of GenAI models, prompt optimization, and key risk awareness.
 - **Open Everydai Microseries:** Microlearnings on AI as analyst, creative collaborator, assistant, conversation coach, and teammate.
- Advanced Diploma in Multimedia
- Diploma in Computer Application

LANGUAGES

- English (Fluent)
- Hindi (Fluent)
- Tamil (Native)