

ADITI SHARMA

Digital Designer & UX/UI Developer

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www.aditivatish.github.io/portfolio/

SUMMARY

Creative Digital Designer & Web Developer with 5+ years of experience designing user-centric e-commerce visuals, responsive websites, and digital campaigns. Skilled in Adobe Creative Suite, UX/UI, and CMS workflows, with a strong foundation in visual hierarchy, accessibility, and design systems. Known for translating complex briefs into polished, production-ready assets that drive engagement. Currently Head Cashier at Home Depot Canada, blending design expertise with direct knowledge of customer expectations and brand values.

WORK EXPERIENCE

Head Cashier, Home Depot Canada

Mar 2024- Present

- Lead front-end operations ensuring smooth transactions and team coordination.
- Recognized with multiple customer service awards for leadership and excellence.
- Serve as the primary point of contact for escalated customer inquiries and complaints, providing timely and satisfactory solutions.

Freelance Digital Marketing & Brand Designer

Jan 2023 - Present

- Designed brand identities, logos, infographics, and campaign visuals for small businesses.
- Created editable Canva template kits optimized for digital consistency across platforms.
- Produced responsive social media and marketing assets, ensuring accessibility and strong visual hierarchy.

Graphic & Web Designer, Sarbat Da Bhala Charitable Trust

Feb 2021 – Jun 2023

- Designed digital campaigns, infographics, and promotional content.
- Collaborated with developers to deliver a user-friendly website, improving accessibility and engagement.
- Established visual consistency across print and digital touchpoints.

Graphic Designer, Zapplocal

Jul 2019 – Feb 2021

- Created banners, landing pages, social media ads, and promotional assets for e-commerce campaigns.
- Maintained brand consistency while adapting visuals for multiple digital platforms.

Founder, Powerpuff Soft Toys (Instagram Shop)

May 2022 – Aug 2023

- Designed and managed all digital marketing assets and product visuals.
- Strengthened brand engagement through visual storytelling and e-commerce content design.

EDUCATION

Post-Graduate Diploma in Digital Design & Web Development

Sep 2023 - May 2025)

North Island College, BC

- Coursework - Web Development, UX/UI Design, Programming & Development, Data & Analytics, Capstone Projects, Project Management

Bachelor's Degree in Computer Engineering

Aug 2016 - June 2019)

Punjabi University, Patiala, India

- Coursework - Data Structures, Mathematics, Computer Graphics, Object Oriented Programming, Theory of Computation, Java Programming, Computer Architecture, Python, Operating System, Compiler Design, Advanced Computer Networks, Machine learning, Artificial Intelligence.

TOOLS & PLATFORMS

- **Business Intelligence:** Data visualization, customer segmentation, performance tracking
- **Marketing Analytics:** Campaign analysis, KPIs, ROI evaluation
- **UX/UI Design:** Wireframing, prototyping, user research
- **Web Development:** HTML, CSS, WordPress, JavaScript (Basic)
- **Tools & Platforms:** Excel (Advanced), Jira, Google Analytics, Tableau, Figma, Adobe XD, In design