

# Divshaan Singh Brar

Graphic Designer | Brampton, ON

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## About Me

Creative Graphic Designer passionate about crafting visual stories that connect brands with audiences. Experienced in brand identity, digital design, and social media content creation. Known for blending strategy with creativity to deliver clean, impactful visuals that drive engagement.

## Work Experience

### FREELANCE GRAPHIC DESIGNER

Sep 2025 – Jan 2026 | Schulich ExecEd – Toronto, ON

- Designed print and digital marketing materials for executive education programs in collaboration with institutional partners.
- Produced co-branded brochures and banners for the Ontario Association of Chiefs of Police and DeGroote School of Business.
- Created engaging visual layouts for campaigns, improving audience interaction and engagement metrics.
- Delivered client-ready assets aligned with brand guidelines, meeting tight production deadlines.

### STUDENT LAB TECHNICIAN

Sep 2024 – Jan 2026 | George Brown Polytechnic – Toronto, ON

- Led workshops and provided technical guidance on design-to-production workflows using tools like laser cutters, vacuum formers, and 3D printers.
- Maintained lab operations, managed inventory, and enforced safety protocols.
- Streamlined lab processes and reduced equipment downtime through proactive maintenance.
- Trained and supported over 100 students in safe, creative use of production tools.



## Education

2024 - 2026

**Advanced Diploma in Graphic Design**

George Brown Polytechnic

## Skills

- Illustrator
- Photoshop
- InDesign
- After Effects
- Fresco
- Figma
- Canva
- Adobe Express
- Silhouette Studio
- PrusaSlicer
- Web Design

## Work Experience

### SOCIAL MEDIA MARKETING INTERN

Apr 2023 – Dec 2023 | US Webtech Solution – Rajasthan, India

- Managed social media content and campaigns across Instagram, Facebook, and LinkedIn.
- Increased engagement by 15–25% via targeted ad strategies and curated visuals.
- Created and implemented content calendars and performance reports.

## Extracurricular Activities & Volunteer Work

### VOLUNTEER GRAPHIC DESIGNER

Jul 2024 – Jul 2025 | Different Spokes – Brampton, ON

- Led full rebranding efforts, including logo design and modernizing outdated print materials.
- Boosted community engagement by 300% through cohesive visuals and social media strategies.
- Organized and promoted events such as community rides (+20% attendance growth).

### WAYFINDING COMMITTEE MEMBER – “YES!” SHOW

Jan 2024 – Apr 2025 | George Brown Polytechnic, School of Design – Toronto, ON

- Collaborated with peers and faculty to develop wayfinding strategies showcased in the “YES!” design exhibition.
- Presented user-centered design concepts aimed at improving accessibility and navigation across campus.
- Participated in design reviews and contributed to the visual planning of the exhibit space.

## Affiliations

- Student Association George Brown Polytechnic (SAGBP)
- Association of Registered Graphic Designers (RGD)

## Creative Interests

- Crafting & DIY Projects
- Digital Art (Photoshop, Illustrator, Procreate)
- Drawing & Painting
- 3D Design & Printing
- Video Gaming

## Skills

- HTML5
- CSS
- Java
- Laser Cutters
- Vacuum Formers
- Silhouette Cameo
- Roland GS-24
- 3D Printers
- Button Makers
- Sticker Makers
- Prototyping
- Team Management
- Project Launch
- Troubleshooting
- Lean Manufacturing
- Collaborative Teamwork
- Adaptability
- Critical Thinking
- Technical Support
- Multitasking
- Leadership
- Presentation
- Digital Experience
- Typography
- Content Creation
- Brand Guidelines
- Branding
- Creative

## Links

[LinkedIn:- Divshaan Singh Brar](#)

[Portfolio:- https://divshaan.github.io](https://divshaan.github.io)