PALLAVI DHAWAN

pallavidhawan72@gmail.com Brampton, ON, CANADA [Portfolio](#) | [Linkedin](#) | [Web Design](#)

GRAPHIC DESIGNER & WEB DEVELOPER

Visual storyteller & digital media creative, merging compelling design with purposeful web experiences. Bringing ideas to life through engaging content, intuitive visuals, and a keen editorial eye.

PROFESSIONAL EXPERIENCE

NUMERO UNO WEB SOLUTIONS – Ontario, Canada
Full Stack Web Developer & Graphic Designer (Internship), Sep 2025 – Present

- Develop dynamic websites using LAMP stack (Linux, Apache, MySQL, PHP).
- Build responsive front-end interfaces with HTML, CSS, JavaScript, and Bootstrap.
- Design graphics, logos, banners, and digital assets for web and social media.
- Create UI/UX mockups and prototypes for client projects.
- Optimize websites for performance, speed, and SEO.
- Troubleshoot and fix bugs and technical issues in web applications.
- Collaborate with developers and designers to ensure design feasibility and consistency.
- Assist in database design, API integration, and backend logic.

ZOLAR TECHNOLOGY & MANUFACTURING – Ontario, Canada
Marketing Coordinator & Graphic Designer (Internship), Sep 2024 – Dec 2024

- Developed and maintained responsive landing pages using HTML, CSS, and Bootstrap.
- Designed and developed digital marketing materials, including brochures, social media content, and website graphics to enhance brand visibility & increase engagement by 35%.
- Participated in agile weekly team sprints to align development with business objectives.
- Researched and edited images for publishing across digital platforms.
- Collaborated with editorial and marketing teams on brand-aligned content strategies.
- Wrote promotional copy and captions tailored for Facebook, Instagram, and LinkedIn posts.

ABCD INDIA WORKS PRIVATE LIMITED, MOHALI, INDIA
Graphic Designer, Social Media Manager (Jan 2022 - May 2023)

- Conceptualise, design, and finalise catalogue and leaflet artwork using Adobe Suite, and coordinate with teams, agencies, and printers for approval and production.
- Designed catalogues, leaflets, product packaging, and branding materials.
- Managed social media campaigns, generating a 60% increase in leads and 20% conversion.
- Organized virtual conferences, improving engagement by 40% and reducing costs by 30%.
- Coordinated with printers, agencies, and vendors; managed end-to-end production of marketing assets.
- Captured live content at events and created real-time social media stories.

HOMELAND BUILDWELL PVT LTD - INDIA
Graphic Designer (September 2020 – April 2021)

- Providing feedback on the style and format of client proposals and supervising the process of designing and printing proposals by liaising with a printing company. Draw logos, website designs and other illustrations of products.
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- Created print and digital marketing materials for real estate projects.
- Maintained brand identities and supervised event visuals, improving profit margin by 20%.

EDUCATION

Web Development - Humber College of Advanced Learning and Technology	2025
Advertising Media Management - Humber College of Advanced Learning and Technology	2024
Post Graduate Diploma in Applied Arts - BBK DAV College, Amritsar	2021
Bachelor of Arts (B.A.) in Designing - BBK DAV College, Amritsar	2019

TECHNICAL SKILLS

Front-End:- HTML5, CSS3, Bootstrap, Responsive Design | Shopify | Wordpress | JavaScript/jQuery | API Integration | Devops | Social Media Platforms (Facebook, Instagram, Twitter, Pinterest, LinkedIn) | Google Analytics | GitHub | Node.js | PHP Adobe Creative Suite | Photoshop | Illustrator | InDesign | Figma | Canva | Image editing | AI Tools | Coreldraw | MS Office | Competent with PC and MAC operating systems.

FUNCTIONAL SKILLS

Creativity and Innovation | Attention to detail | Communication Skills | Time Management and meeting deadlines | Adaptability and openness to feedback | Problem-solving skills | Collaboration and Teamwork | Understanding of Branding and Marketing | Organizational and Project management skills.

AWARDS AND ACHIEVEMENTS

HubSpot & Hootsuite Email Marketing Tools | Google Ads Search Certification | Learning to Write for the Web
Introduction to Graphic Design (Concepts, Photoshop, Illustrator, InDesign) | Premiere Pro for Social Media Content
Git & GitHub | Hubspot | Hootsuite | |

INTERNSHIPS

ITC INDIA PVT LTD. - (4 Months) May 2020 - July 2020
DAILY PRINTS PVT LTD. - (5 Months) Nov 2019 - April 2020