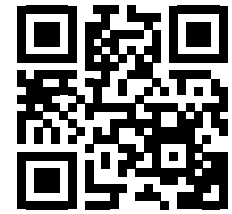


Anika Grewal



Education

British Columbia Institute of Technology
Digital Design & Development Diploma (110 Credits)

Contact

a.grewal.work@gmail.com
778-995-3811

www.anikagray.ca

Projects

Project Manager / Lead Developer

Sept 2023–Dec 2023

InnerSight—Journaling Wellness App

- Led development of mental wellness app via Expo and React Native
- Incorporated AI Sentiment Analysis to personalize features and user recommendations
- Core responsibilities included concept design, development, and beta launch on Google Play and the App Store
- 100% on-time delivery for all milestones and deadlines

Concert Advertisement

Nov 2023

- Designed a promotional graphic using vector illustration and digital painting techniques
- Composed layered artwork in Photoshop using brushes, blending modes, and masking tools

Experience

Chief Digital Experience Officer

Oct 2024–Current

BudgyWise—Startup (Launch in Progress)

- Led brand identity and visual direction for a budget-focused startup
- Created a complete digital branding system, including logo, fonts, color palette, icons, and style guidelines via Figma and Adobe Illustrator
- Designed and built the company website using WordPress with a fully customized layout
- Integrated and configured a client booking system via the Amelia plugin to ensure smooth and intuitive scheduling

Marine Enforcement Clerk

Apr 2022 | Aug 2023

CBSA Full Time Contract

- Designed internal print materials and memos for holiday events and office celebrations
- Streamlined inventory tracking by developing integrated Excel workflows, improving efficiency
- Created standard operating procedures (SOPs) to support onboarding and training for new employees
- Coordinated internal communications and administrative support for operational units

Skills

- | | | |
|----------------------------------|---------------------------|----------------------|
| • Adobe Creative Suite | • AI Sentiment Analysis | • CSS |
| • Visual & Brand Identity Design | • API Integration | • Firebase |
| • Figma | • JavaScript | • Cypress |
| • Typography & Color | • Typescript | • Google Tag Manager |
| • Prototyping | • NextJS | • SEO |
| • WordPress | • Expo | • Microsoft Suite |
| • WordPress Divi Module | • React.js / React Native | • Agile Methodology |
| • Amelia Plugin | • Tailwind | |