

CHAITALI PATEL

GRAPHIC DESIGNER

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EXPERIENCE

Graphic Designer

High Performance Glazing Inc., Concord | November 2020 – Present

- Propose and implement new site content architecture, layouts, and navigation scheme for company website redesign
- Design and optimize images and web assets that are consistent with brand guidelines
- Performed routine updates, upgrades and overall maintenance of websites
- Sourced and trafficked images and content assets, maintained digital assets files
- Ensured accuracy of website content by thoroughly editing and cross-checking
- Expertly strategized SEO/SEM campaigns and responsive layout across website

Graphic Designer And Marketing Coordinator

DLL Financial Solutions Partner, Oakville | September 2018 – June 2020

- Designed and produced print and web assets including brochures, floor plans, postcards, proposals, presentations, press releases, info-graphics, marcom materials, social media and web assets, HTML/CSS email and website design in alignment with business strategies, design goals and trends
- Created and maintained corporate website pages, microsites, and marketing email campaigns using CMS
- Reported and analyze customer experience across all channels and make improvements where appropriate
- Coordinated with print vendors for quotes and oversee production to ensure quality, budgets and deadlines
- Successfully collaborated with stakeholder and/or clients to identify project requirements, prioritizing deliverable, presenting concepts, communicating revises and presenting final deliverable
- Effectively worked with large teams, in a fast-paced, deadline driven environment while managing multiple projects simultaneously
- Represented marketing department objectives and point of view on corporate brand and its visual identity across all relevant project
- Active member of Social, Community Involvement and Diversity and Inclusion Committees

Graphic And Web Designer

Flora Graphic Print Inc., Brampton | March 2018 – September 2018

- Designed website from concept to wireframes, site-maps, user flows, user interface and interactive prototypes
- Created brand identity including logos and visual style guides for various business type including restaurants, fitness club and consulting agency

- Designed proposal, brochures, menus, print advertisements, booklets, business cards, posters, and store front print displays within agreed concept, budgets and deadlines

Product Designer

Cate & Levi, Toronto | September 2014 – September 2017

- Designed specialized toys from concept to finish product including generating ideas, drafts, prototypes, and testing

EDUCATION

Graphic Design For Print & Web *Certificate / Humber College / Toronto / 2017 – 2018*

Material Art & Design *Bachelor of Design / OCAD University / Toronto / 2010 – 2014*

SKILLS

Print & Web Design
Design Principles
Motion Graphic
Responsive Web Design
UI&UX Principles
HTML | CSS | JavaScript
jQuery | SEO
Problem Solving
Detail Oriented

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe After Effect
Adobe Dreamweaver
Adobe XD

Microsoft Office 360
Google Suite
Google Ads & Analytics
WordPress
Salesforce Marketing Cloud
Oracle Eloqua