Dhruva Khanna
Digital Marketing & Designer
+1 (672) 965-5059 | khanadhruv@gmail.com | LinkedIn | Portfolio |Vancouver, BC

SUMMARY

Creative Graphic and UI Designer with 3+ years of experience transforming big ideas into user-centric designs, including banners, social media posts, and LinkedIn content. Skilled in driving cross-functional collaboration, I focus on enhancing user experiences and delivering cohesive branding across digital platforms.

CORE COMPETENCIES

Task Analysis | Competitive Testing | Heuristic Evaluation | A/B Testing | Usability Testing | UI Graphics | Concept Sketching | Rapid Prototyping | Wireframing | Figma | Adobe Creative Suite | Canva | InVision | Adobe Photoshop | HTML | CSS | Javascript

EXPERIENCE

Tech2Step Network Canada | Lead Graphic Designer   JUL 2024 – PRESENT
- Leading design projects, collaborating with teams to create 150+ visual assets, enhancing brand impact through innovative approaches.
- Presenting design strategies and detailed specifications to board members, aligning projects with brand goals and vision.
- Managing end-to-end design in a fast-paced environment, boosting brand engagement by 30% across digital and print media.
- Assisting and maintaining relationships with sponsors for Tech2Step meetups in Vancouver.
- Coordinating with marketing and product teams for cohesive brand storytelling across platforms, demonstrating strong organizational skills.
- Filming, photographing and editing compelling images and video content for Tech2Step events and posting them on social media and occasionally publishing their newsletters.

Atlabs.ai | UI-UX Designer   FEB 2024 - MAY 2024
- Designed web layouts with a user-centered design process, following industry best practices and incorporating UI/UX principles.
- Applied basic design principles and technical skills, ensuring consistent visual quality and accelerating development by 35%.
- Demonstrated strong attention to detail, reducing design errors by 70%, and incorporating mockups to visualize concepts effectively.
- Collaborated with developers, streamlining web project timelines by 3 weeks, and effectively communicating design goals.
- Producing the show and editing a monthly podcast around new developments in AI and building on AI.

Nehal Naturals LLP | UI-UX Designer   DEC 2022 - JAN 2024
- Led user research, including interviews and tests, boosting product usability by 35% and reducing issues by 28%, while leveraging machine learning insights.
- Created user personas and journey maps, enhancing engagement by 40% and increasing retention by 25% through innovative methods.
- Maintaining and updating the website for content and SEO gaps to a 120% better conversion over eight months, and ranking on top of search engine results.
- Applied rapid prototyping and developed high-fidelity wireframes, speeding up design by 50% and cutting time-to-market by 1 month.
- Established an iterative design feedback loop, resulting in a 30% increase in user satisfaction through effective content creation.

Manoshala LLP | UI and Visual Designer   **AUG 2022 - NOV 2022**
- Executed creative vision for design projects across multiple social media platforms, including video editing for dynamic content.
- Designed graphics using Photoshop and Illustrator, increasing social media engagement by 25%.
- Ensured detail-oriented design consistency using brand typography and color palette across all channels, showcasing organizational skills.
- Collaborated with teams, enhancing communication to meet tight deadlines and boost client satisfaction.

Freelance Experience

IT Services and Consulting | Graphic and Presentation Designer
B2B | Re-branding
NPO | Graphic and Marketing Designer
Restaurants | Menu, Marketing, and Brand Designer

Education

Alagappa University, India | Bachelors in Business Administration   **2010 – 2013**

Certifications

Designing a Low-Fidelity Prototype in Figma - Coursera   **JAN 2023**
Build a free website with WordPress - Coursera Project Network   **APR 2024**
Google UX Design - Google   **AUG 2024**