



PROFILE

- Design & Branding Professional with analytical & creative background.
- Progressive experience in the media industry.
- Helped small & medium businesses grow as an independent design consultant.
- T-shaped skillset with a broad knowledge of marketing & branding (consumer behavior, research, brand positioning & value, media-planning) and deep knowledge of design (graphic, website, UI/UX, print).
- Focused on making design solutions functional & strategic.

RELATED EXPERIENCE

Jan '20 - Apr '20
Ottawa, ON

Osgoode Township Museum Team Lead: Branding Project

- B2B communication: Build client relationships
- Conduct meetings & update client on current project workflow
- Monitor performance of colleagues
- Teamwork: concept & idea generation
- Problem-solving and understanding client's needs
- Manage & deliver the client's project
- Content creation: logo, identity system
- UI/UX design & wireframe creation
- Website design & development

Jan '19 - Apr '19
Ottawa, ON

Sneax Canada Brand Strategist

- Research: Study current marketing strategies, target demographics and build user personas
- Develop problem-solving strategies to increase brand awareness
- Partner with social media influencers
- Social media design: Instagram revamp with paid advertisements created for key audiences
- Website content creation: Develop brand story & mission-vision statement

Jun '17 - Dec '17
Delhi, IN

Osteria - Ad Agency Graphic Designer

- Develop brand identity systems
- Create & present strategic concepts to the art director and clients.
- Teamwork & Collaboration: Work with art director and copywriters to create content
- Create digital design - social media content, website content & ads
- Create print and publishing design: brochures, flyers, outdoor advertisements



Jun '16 - July '16
Delhi, IN

Pepsico India Intern - Marketing

- B2B communication with distributors
- Conduct research on distributors in sales territory
- Case study analysis on improving relations with distributors
- Perform field visits to ensure brand guidelines are followed

OTHER WORK EXPERIENCE

Oct '18 - Present
Ottawa, ON

Staples Canada Technology Sales Associate

- Solve technology-related problems faced by clients
- Contribute to daily and weekly sales goals
- "Represented the store in District Top 10 numerous times."
- Assist in other departments when needed

EDUCATION

2019 - 2020
Ottawa, ON

Post-Graduate Certificate Interactive Media Management

— Algonquin College of Applied Arts & Technology

2018 - 2019
Ottawa, ON

Post-Graduate Certificate Brand Management

— Algonquin College of Applied Arts & Technology

2014 - 2017
Delhi, IN

Bachelors Degree Business Studies - Marketing

— University of Delhi

SKILLS

SOFTWARE

Photoshop
Illustrator
Indesign
After Effects
Premier Pro

TECHNICAL

HTML/CSS
UI/UX Design
Wordpress
JavaScript
Basic PHP

SOFT

Creativity
Communication
Planning
Collaboration
Problem-Solving

HIGHLIGHTS

- Initiated 'Design For Change' platform in New Delhi, India which aims to provide pro-bono design services and brand consulting to non-profits to help achieve their goals.
- Featured artwork in 'Show Us Your Type' online typography exhibition.
<https://showusyourtype.com/postcards/buenos-aires>