

SURABIHA MURALEEDARAN

BFA GRADUATE

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/artbysurbs

surabiha.design

CAREER OBJECTIVE

Highly focused, responsible and enthusiastic individual that picks up concepts quickly and is responsive and accepting to criticism. I am looking for design positions where I have the opportunity to demonstrate my artistic and creative skills.

PROFICIENT SKILLS

- **Adobe Creative Cloud:** Photoshop, InDesign, and Illustrator; Adobe Premiere, After Effects, Adobe Lightroom
- **Affinity Suite:** Designer, Photo, Publisher
- **Microsoft Office:** Word, Excel, PowerPoint, Publisher
- **Additional Software:** Canva, Figma, FireAlpaca, GIMP, Inkscape, Krita, Medibang

PROFESSIONAL EXPERIENCE

Social Media and Print Manager

2022 - Present

Martial Arts School, Authentic Taekwondo.

- Responsible for overseeing the organization's socials (ie: Instagram, Facebook)
- Responsible for curating and producing videos and posts for their socials
 - Filming and production of videos using Premiere Pro
 - Editing photos for posts using Adobe Lightroom
- Capture photos onsite for their socials and print media
- Regularly communicated with the client to discuss details of projects and the progression of ongoing work
- Curated their annual 36-page booklet which includes information regarding the school's programs and benefits of healthy active living

Graphic Designer

2022 - Present

Mobile Software Company, Quatrian Inc.

- Created iOS app icons with Adobe Illustrator
 - Provided various iterations of app designs before moving to the finalized version
- Using Photoshop and Illustrator to design website banners for specified iOS applications
- Utilized User Experience skills by following Apple guidelines to ensure that design performs best on all online platforms
- Designed card decks for Video Poker Tutor Application
- Coordinated meetings to ensure client's needs were met

EDUCATION

Toronto Metropolitan University

2018 - 2022

Toronto, ON

- Bachelor of Fine Arts in New Media

Relevant Courses

- GCM130, Design and Layout
- GCM780, Photoshopped! The Art of Image
- RTA928, Introduction to Game Design
- RTA902, Social Media
- RTA963, Web Design
- RTA962, Interaction Design
- RTA103, Digital Media Production I
- RTA201, Video Art and Production
- RTA223, Intro to Experience Design
- GCM720, Magazine Production and Publishing

VOLUNTEER EXPERIENCE

VP of Marketing

2021 - 2022

EDGE, Ryerson University Social Media and Design

- Responsible for creation of promotional content of events, including announcements, reminders and recap content
- Lead the EDGE marketing team to ensure the club and brand were adhered to in all forms of created media design as a member of Ryerson's club EDGE
- Managed social media accounts and created specialized content for all social media accounts i.e. Instagram Posters, Tiktoks Videos
- Brainstormed event ideas with Co-Chairs and other departments to provide quality programs that support the needs of students
- Trained junior and non-executive members of EDGE

SpiritLive

2019 - 2020

Broadcast Station, Toronto Metropolitan University

- Responsible for curating monthly articles for university page
- Communicated with editors to ensure quality content is posted on SpiritLive while committing to challenging deadlines
- Produced content for podcast streaming on Spotify
- Edited and involved in the production of podcast show

AWARDS AND HONOURS

- Tara Awards; Best Video Game and Most Immersive Game 2022
- Visual Arts Certificate 2018
- Entrance scholarship 2018