

Khushleen Kandhari

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UI/UX Designer & Digital Marketer with about 9 years of experience in Digital & Mainline Advertising & Design.

EXPERIENCE

UI/UX Designer & Freelancer, Toronto, Ontario

Clients: *Viena Solutions, AlgaeCal, Tactic, Moo La, York Dale, Trade Rev, Exagens, Souqh.ca, La Paleo.*

Strategic thinking using Digital Marketing, User Empathy, critiques, user testing and market feedback.

Designed for various iOS, Android, Windows desktops devices with an understanding of typography, composition, and layout principles.

Collaborate to translate user goals and behaviours into creative interaction and design solutions using Crazy-8, Comparative analysis and Affinity Diagrams,

Collaborate with cross functional teams and developers to create design guidelines, stylesheets & design system.

Altan Robotech, Toronto, Ontario — UI/ UX Graphic Designer (Full time)

MAR 2020 – Nov 2020

Researched competitor brands and emerging trends on social media.

Generated creative ideas and artwork using Adobe Creative Suite & designed sales pitches using Microsoft PowerPoint.

Created low & high fidelity mock up along with user flows for Product Detail Page and Check Out Page using Figma and Adobe XD considering accessibility standards.

Emeritus — Marketing Designer (Contract)

OCT 2019 - DEC 2019

Supervised other graphic designers & tracked social media outcomes using Google Analytics.

Worked closely with stakeholders to estimate the cost of materials and time to complete graphics.

Created infographics, charts and graphs from data and compiled proposal decks using Microsoft PowerPoint.

Designed and conceptualized editorials & web content using Adobe Illustrator, Adobe Photoshop and Adobe InDesign.

Laqshya Media Group — Senior Creative Manager (Contract)

FEB 2019 - MAY 2019

Clients: *ICICI- Prudential, ICICI- Lombard, Google, L&T, TATA- AIG, YouTube, Instagram, Asian Paints- Sleek Kitchens,*

Work closely with stakeholders, other designers & UX designers to create wireframes, mockups & website designs using Adobe XD & Sketch.

Created designs and collaterals for event branding and ambient media using Adobe Creative Suite.

SKILLS

UI UX
Interaction Design
Graphic Design
Branding
Advertising
Illustration
Art Direction
Digital Marketing

TOOLS

Adobe XD
Sketch
Figma
Miro
Zeplin
Lookback
Slack
Asana
Whimsical
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Procreate
Facebook Business Manager
Eclinch
Google Analytics
Google Forms

Liqvd Asia — Art Director (Contract)

MAY 2018 - SEP 2018

Clients: *Fruit of the Loom, ACME, FCUK, Optimum Nutrition, Cadbury Bournville, Body Shop, Rupee Expert App, Raw Pressery juices*

Worked with Digital Marketers to plan, analyze, schedule, create and manage digital content and improve strategy.

Create High Fidelity Clickable Prototypes for pitching projects using Sketch and Adobe XD.

Seventy Seven Entertainment — UI Design Consultant (Contract)

DEC 2017 - MAR 2018

Clients: *BNP Paribas, AAbbott, Glenmark, Nomura, Pfizer, Sanofi, Sterling Residencies, Axis Bank- Epace*

UI Design, Art direction, designing and conceptualizing for Corporate Events.

Prepared sketches, wireframes, prototypes, graphic elements and landing pages using Adobe Creative Suite and Sketch.

Silver Steel Products — Senior Visualizer (Full Time)

JUL 2014 - NOV 2017

Acted as a brand consultant and designed media plans, web banners and other content for internal branding and marketing using Adobe Photoshop and Adobe Illustrator.

Iterated on low and medium fidelity mockups to create high-fidelity wireframes.

Improved the user experience by considering the effects of illustrations, photography, typography, space, layouts, and colors on products.

Law & Kenneth Communications — Visualizer (Full Time)

SEP 2013 - JUN 2014

Clients: *Club Mahindra Holidays, Kent Water Purifier, Voltaren - Novartis*

Develop overall layout & package designing and mainline advertising using Adobe Illustrator and Adobe Photoshop.

Archana Kochhar — Graphic Designer (Full Time)

APR 2011 - MAY 2012

Clients: *Archana Kochhar - Label, Diana Hayden's Book*

Contributed to the Lakme Fashion Week - held in August 2011.

Created digital prints for fashion clothing, graphic elements, digital sketches using Wacom and Adobe Creative Suite. Managed and handled branding, merchandise and stationery design for Archana Kochhar.

Mailchimp

Microsoft Word

Microsoft Excel

Microsoft PowerPoint

CERTIFICATIONS

2020 - UX Designer Nano Degree, Udacity

2020 - Digital Marketing Nano Degree, Udacity

EDUCATION

University of Mumbai — Master of Business Administration

JUN 2015 - MAY 2017

Marketing

University of Mumbai — Bachelor of Fine Arts

JUN 2007 - MAY 2011

Illustration