

SHARAN KALSI

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🌐 www.skaldesigns.com

Software

- Indesign
- Illustrator
- Adobe XD
- Invision
- After Effects
- Dreamweaver
- Photoshop
- Premiere Pro
- Microsoft Office Suite
- Knowledge of HTML, CSS & Javascript
- Cinema 4D
- Sketch

Education

Bachelor of Design
Conestoga College

Relevant courses:

Typography
Branding
Photography
Digital Design
Interactive Design
Marketing

Seeking an opportunity with a dynamic and growing organization which welcomes fresh ideas, initiatives, growth, and experience.

Skills

Experienced in conceptualizing, planning, and designing usable interfaces across multiple platforms (web/mobile).
Firm understanding of AODA for web formatting through developing a website for accessibility services at Conestoga College.
Experience with usability testing and human-centred design.
Ability to manage multiple projects and target goals to ensure project completion on intended due dates.
Experienced in effectively communicating and collaborating within team dynamics.
Ability to learn digital design platforms quickly and efficiently.

Work Experience

Graphic Design (Driverseat Inc)

May-Aug 2020

Facilitated a company-wide rebrand and created updated brand assets for franchisees across Canada and the United States
Created full wrap artwork for company vehicles
Redesigned company merchandise to compliment rebranding
Created various motion graphic/ infographics for marketing purposes.
Aided in the final launch of corporate website

Community Involvement

Present

Registered Graphic Designers of Ontario

Regularly attend DesignThinkers Conferences to connect with designers and professionals in the industry.

Feb 24-March 2 2019

Global Service Leadership IVHQ San Jose, Costa Rica

Construction and renovation project at elderly care facility. Designed and directed the execution of a mural to be painted in facility courtyard.

November 2018

UXperience Design Camp at University of Waterloo

Hosted by Deloitte and TD Bank
Connected with designers to collaborate and create a viable solution for TD's camp challenge.

Graphics/Marketing (Student Success Services/ Conestoga College)

April-September 2018

Communicated and collaborated with supervisors and co-workers to create design solutions.
Created a brand style guide to spread awareness of proper logo usage and brand colours for departments throughout the organization.
Created UX/UI design for the organization's website.
Collaborated with web developers to launch company website in September 2018
Designed print materials for workshops/events to be used throughout the 2018-19 year at Conestoga College on all campuses.

Leadership Experience

Director (Conestoga Students Inc)

April 2018-Present

Responsible for policy/bylaw and strategic framework decisions for long term goals within the organization.
Analyze and provide final approval for a 20 million dollar budget.
Effectively networking and connecting with stakeholders to collect feedback.
Developed, designed and executed various campaigns across all Conestoga campuses.
Sitting on various external/internal committees to influence a directive for college initiatives.
Represent all Conestoga Students to various stakeholders.
Awarded Board Achievement Award for personal and professional development