

Priyanka A.

Graphic & Brand Design | Print Production | Creative Direction

Creative and detail-oriented graphic & brand designer with 3+ years of experience crafting visuals that drive results. Skilled in building cohesive brand identities, designing impactful campaigns, and streamlining workflows for efficiency. Excited to bring fresh ideas, collaborative energy, and a passion for design to a creative and forward-thinking team.

PROFESSIONAL EXPERIENCE

Lead Graphic Designer / Saint John Theatre Company

Feb 2024 — March 2025 / SAINT JOHN, CANADA

- Led the development and implementation of brand identity guidelines across digital and print touchpoints, ensuring visual consistency in campaigns, social media, website, and offline presence.
- Created and managed a design asset library and vendor relationships, streamlining workflows for timely, high-quality deliverables.
- Designed marketing assets (emails, paid ads, print collateral, PowerPoint presentations), expanding brand reach and visibility by 40%.

Graphic Design Volunteer / Rozarte

Jun 2023 — Aug 2023 / TORONTO, CANADA

- Designed impactful digital graphics, social visuals, and infographics for mental health awareness campaigns, driving a significant 40% increase in audience engagement.
- Developed scalable templates for posts, stories, and newsletters, streamlining content creation and improving team workflow efficiency.
- Enhanced digital resources with optimized layouts, accessibility best practices, and stronger visual storytelling, elevating brand impact online.

Lead Brand & Graphic Designer / Kalon Agro

Dec 2021 — Dec 2022 / MUMBAI, INDIA

- Designed 360° marketing assets such as packaging, social media ads, and website creatives, strengthening brand presence and driving revenue growth by 45%.
- Partnered with marketing, e-commerce, and product teams to deliver cohesive branding across all channels and customer touchpoints.
- Enhanced campaign effectiveness through strategic, data-driven creative assets, improving click-throughs and conversions by 30%.

Freelance Graphic Designer / Various Clients

Aug 2019 — Nov 2021 / MUMBAI, INDIA

- Designed and implemented tailored branding and graphic design solutions for B2B and CPG startups and small businesses, strengthening market presence and attracting new customers.
- Developed marketing materials (digital ads, brochures, websites), increasing customer engagement and driving measurable business growth.
- Cultivated long-term client partnerships by driving measurable results through strategic design support, contributing to sustained business growth.

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EDUCATION

Graphic Design Diploma (Print & Web Design)

HUMBER COLLEGE, CANADA

Bachelor of Design (Architecture)

UNIVERSITY OF MUMBAI, INDIA

*WES Evaluation: Canadian Equivalency

DESIGN TOOLS

Adobe Illustrator, Photoshop, InDesign, Figma, Sketch, Canva, HTML/CSS (basic), Microsoft Suite, PowerPoint, AI design tools

CREATIVE SKILLS

Brand Identity Systems
Marketing Campaigns
Presentation Design
Visual Storytelling
Social Media Assets
Digital & Print Marketing
Template & Workflow Design
Design System Optimization
AI Assisted Workflows
UI/UX Design

CERTIFICATIONS

UX Design Foundations

GOOGLE (2022)

AODA Compliance Training

GOVERNMENT OF ONTARIO (2023)