

KIRANPREET KAUR

GRAPHIC DESIGNER

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OBJECTIVE

To work with an insanely gifted group of people in an incredible culture, to seize an astronomical career opportunity.

PROFESSIONAL SUMMARY

Creative and detail-oriented Graphic Designer with **over 6 years of experience** crafting impactful visuals for both **print and digital** platforms across a range of industries, including print, digital media, marketing, and branding. Highly skilled in **layout design, color theory, and typography, with advanced proficiency in Adobe Creative Suite**. Known for translating client needs into compelling designs that elevate **brand identity and engage target audiences**. A collaborative team player with strong communication skills and a track record of delivering high-quality work that meets deadlines and exceeds expectations.

SKILLS & ABILITIES

- **Design Software:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, CorelDRAW, Premiere Pro), Adobe Acrobat (fillable forms), Microsoft Office Suite.
- **Design Expertise:** Typography, Color Theory, Layout Design, Branding.
- **Soft Skills:** Strong communication, effective collaboration, excellent time management, creativity, and problem-solving.
- **Additional Skills:** Social Media Marketing, content design for online platforms, and brand consistency across channels.

LEADERSHIP

Ability to manage multiple projects simultaneously and meet tight deadlines, while maintaining the highest standards of quality.

EXPERIENCE

Graphic Designer

MYC Media, Mississauga, ON

January 2025 – July 2026

- Spearhead the design of diverse creative assets including signage, vehicle wraps, brochures, digital ads, and social media graphics for a wide client base across industries.
- Collaborate with internal departments (sales, marketing, production) to translate client briefs into compelling, brand-aligned visuals that support business goals.
- Create production-ready designs using Adobe Creative Suite (Photoshop, Illustrator, InDesign) and CorelDRAW, ensuring quality and accuracy for both print and digital use.
- Develop interactive and fillable PDF forms for operational and administrative use, streamlining internal documentation processes
- Successfully manage 10+ design projects at any given time, consistently meeting tight deadlines while upholding brand consistency and design excellence.

Senior Graphic Designer

Roshaa Creative Agency, Delhi, India

April, 2018 – November, 2023

- Led the end-to-end design process for marketing campaigns, including print and digital collateral such as brochures, flyers, social media posts, and web banners.
- Partnered with over 50 clients across various sectors to understand their branding needs, creating customized visuals that increased engagement and brand recognition.
- Delivered consistent creative quality under pressure by managing multiple projects simultaneously and ensuring on-time delivery in a fast-paced agency environment.
- Played a key role in the agency's client retention through consistently high client satisfaction and timely delivery of impactful visual content.

Part-Time Graphic Designer

World O'Tutors, Punjab, India

August, 2020 – November, 2023

- Created a cohesive visual identity for the brand, designing core materials such as logos, brochures, business cards, posters, and social media graphics.
- Produced dynamic video content and reels for use on platforms like Instagram and YouTube, enhancing the organization's online presence and student engagement.
- Supported website and social media design, contributing to an increase in audience reach and conversion.

Freelance Graphic Designer & Social Media Manager

Self-Employed, Punjab, India

2020 – 2023

- Designed and executed social media strategies for small businesses and startups, resulting in increased engagement and brand visibility across Instagram, Facebook, and LinkedIn.
- Developed visually compelling digital content including promotional graphics, ad creatives, event banners, and story highlights tailored to target audiences.

- Conducted audience research, hashtag strategy, and trend analysis to optimize social media performance and client branding.
- Maintained ongoing client relationships and delivered personalized creative solutions that met evolving brand needs.

EDUCATION

- **Bachelor's Degree in Computer Applications** - Punjab University (2017)
- **Advanced Diploma in Graphics and Animation** - Punjab University (2017)
- **Post Graduate Certificate in Big Data**- Conestoga College (2024)