

PUSHPA PRAJAPATI

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Mississauga, ON L4Z 0A9

OBJECTIVE

As a talented graphic and web designer with a passion for creating captivating and user-friendly designs, my objective is to leverage my skills and experience to help businesses achieve their goals through exceptional design. With a proven track record of delivering high-quality designs that exceed client expectations, I am committed to utilizing my creativity, technical expertise, and attention to detail to deliver results that drive growth. My goal is to work with a dynamic team of professionals to create stunning designs that leave a lasting impression and enhance the user experience.

SKILLS

ADOBE

Figma
Photoshop
XD
Illustrator
AfterEffects
Premiere Pro
InDesign

DESIGN

Website Design
UI/UX
Branding
Print Media
Video/Reel
Ad Design
Social Media

WEBSITE

WordPress
Woocommerce
Wix
HTML5
CSS3
Vue
React

OTHER

Google Analytics
Microsoft Office
SEO
Slack
Discord
Monday
ClickUp

EXPERIENCE

LEAD WEB & CREATIVE DESIGNER

Jan 2023-Current

IGS Limited, Oakville, ON

Collaborating closely with cross-functional teams to transform conceptual ideas into compelling visual designs that engage users and drive business objectives. Leveraging a strong track record of delivering high-quality designs that exceed client expectations and resonate with diverse audiences. Applying expertise in user-centered design principles, we've successfully merged creativity and strategy to deliver innovative solutions

- Effectively translated client needs into stunning designs that improved brand image
- Incorporate modern creative, typography, and coherent messaging to increase audience engagement through social media posts and campaigns.
- Develop comprehensive brand strategies for clients through logo design, curated user experience, and branding guidelines, ensuring consistent and impactful brand representation across all touchpoints - and exceptionally presented to all stakeholders.
- Created experiential stationery such as brochures, NFC/QR leads, and business cards, employing creative design techniques to convey key messages.
- Implement user-centered design principles conducting usability testing and refinement based on logically collected and organized user feedback to optimize various web and app interfaces for enhanced user experience with intuitive navigation.
- Collaborate and integrate with cross-functional teams including developers, marketers, and project managers, to ensure seamless project execution and timely delivery of design solutions.
- Stayed updated with the latest design trends and emerging technologies, continuously expanding knowledge in graphic design tools, web development frameworks, and industry best practices.

UI/UX & Graphic Designer

Jan 2022–Jan 2023

Engineering.com, Toronto, ON

As a UI/UX & Graphic Designer, I collaborated with cross-functional teams to deliver user-centered design solutions for various campaigns. Utilizing design processes, I translated user problems into enticing visual solutions, generating prototypes, wireframes, user flows, and story mapping under pressure.

- Revamped the visual aesthetics of numerous STEM event partners' virtual platforms, creating captivating mock-ups from scratch that faithfully replicated the immersive experience of live events, all while adhering to tight deadlines in a dynamic setting
- Took full responsibility for a broad range of design tasks, including graphic design, event branding, landing pages, and frontend design, ensuring that all deliverables met the high standards of various chamber divisions and events
- Worked collaboratively with managers to develop innovative design solutions that effectively incorporated partner branding while staying true to the company's portal design standards

WEB DESIGNER

Jun 2020 – Oct 2021

Ontario Tech Student Union, Oshawa, ON

- Actively participated in the creation of captivating landing pages and facilitated ongoing maintenance for the corporate website.
- Leveraging design principles and collaborative skills, I successfully executed a website re-design using Figma, resulting in an interface optimized for user-friendliness, intuitive navigation, and a touch of engaging flair, tailored to resonate with university students.
- played an integral role in driving user-centric website design and development initiatives. Working closely with cross-functional teams.

WEB & GRAPHIC DESIGNER

Jan 2018– Jan 2022

Medcare Health System, Vaughan, ON

- Led comprehensive design initiatives for virtual healthcare platforms.
- Translated brand values into captivating visuals and user-friendly interfaces.
- Worked collaboratively with managers to develop innovative design solutions that effectively Collaborated with stakeholders to ensure cohesive brand representation.

Volunteer

GRAPHIC DESIGNER

Aug 2023–Current

Certified Listeners Society

actively contributed my creative skills and design expertise. Collaborating closely with the team, I designed visually engaging materials for various campaigns and events. Utilizing design tools and principles, I produced eye-catching graphics, layouts, and promotional materials that effectively communicated the organization's message. My role involved interpreting ideas into compelling visuals and ensuring consistency with the organization's branding.

EDUCATION

POST-GRADUATION DIPLOMA IN COMPUTER SOFTWARE AND DATABASE MANAGEMENT

2017–2018

Lambton College, Toronto, ON

BACHELOR OF COMPUTER APPLICATION

2012–2015

College of Applied science and professional studies, Gujarat, IN