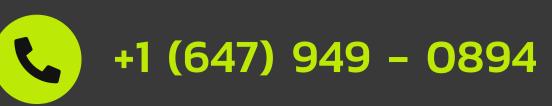
PUSHPA PRAJAPATI









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	DESIGN	WEBSITE	OTHER
Figma	Website Design	WordPress	Google Analytics
Photoshop	UI/UX	Woocommerce	Microsoft Office
XD	Branding	Wix	SEO
Illustrator	Print Media	HTML5	Slack
AfterEffects	Video/Reel	CSS3	Discord
Premiere Pro	Ad Design	Vue	Monday
InDesign	Social Media	React	ClickUp

EXPERIENCE

LEAD WEB & CREATIVE DESIGNER

IGS Limited, Oakville, ON

Jan 2023-Current

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