

SHANVEER SINGH

GRAPHIC DESIGNER

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PROFESSIONAL OVERVIEW

Creative and detail-oriented Graphic Designer with experience in logo design, print media, social media creatives, website design, and branding. Skilled in creating visually appealing designs for schools, businesses, events, and marketing campaigns. Experienced in working with clients to develop posters, brochures, banners, logos, websites, and social media content. Strong knowledge of design principles, typography, branding, and digital marketing visuals.

WORK EXPERIENCE

Graphic Designer

Centennial College (Client Project) | 2024 / Ontario, CA

- Collaborated directly with the client to identify branding requirements, target audience, and campaign objectives, helping improve design alignment with business goals by 30%.
- Designed promotional standees, posters, and marketing materials that strengthened brand visibility and supported the client's promotional campaigns.
- Delivered creative assets within project deadlines while maintaining a high standard of professionalism, contributing to a 95% client satisfaction rate throughout the project.

Web Designer & Developer

Safe Drive Lens | 2024 / Surrey, CA

- Designed and developed a modern, responsive website for a car accessories company to strengthen its online presence and improve customer engagement.
- Created a clean and user-friendly website layout to effectively showcase products, services, and company information, helping increase visitor interaction by approximately 30%.
- Improved website structure, navigation, and content presentation, contributing to a more professional customer experience and stronger brand credibility.

Graphic Designer

MK Vibes (YouTube Channel) | 2024 / Surrey, CA

- Designed a versatile logo identity for a music-focused YouTube channel, ensuring consistent branding across YouTube, social media, thumbnails, and other digital platforms.
- Used clean lines, modern typography, and a dynamic layout to visually represent rhythm, movement, and creativity.
- Created branding assets that improved the consistency of the channel's online presence and supported stronger engagement across digital platforms.

Academic Project

Intellectual Property Ontario | 2023 / Ontario, CA

- Designed posters, certificates, admission campaigns, and social media posts, enhancing the school's visual identity and increasing student engagement by an estimated 25%.
- Collaborated within the academic framework to meet all course requirements, demonstrating creativity, attention to detail, and practical application of design concept.

Graphic Designer

Little Angel's Public School | 2020 – 2022 / India

- Designed posters, certificates, admission campaigns, and social media posts, enhancing the school's visual identity and increasing student engagement by an estimated 25%.
- Designed and developed the school website, creating a professional online presence and improving access to school information, admissions, events, and announcements for parents and students.
- Collaborated with school staff to ensure designs aligned with communication goals, supporting higher participation in events and campaigns.

EDUCATION

Art & Design Fundamental

Centennial College
Ontario, CA | 2024

Masters in Computer Application

Punjabi University Patiala
India | 2020

TECHNICAL SKILLS

- Visual Branding & Identity Systems
- Responsive Web Development (HTML, CSS, Bootstrap)
- Content Writing for Case Studies & Portfolios

Creative Leadership

- Collaborative Client Communication
- Concept Development & Storytelling
- Iterative Design Process & Feedback Integration
- Community-Focused Design Thinking

TOOLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe XD
- Figma
- Bootstrap
- GitHub