



ANJU CS

ART DIRECTOR + DESIGNER

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As a Graphic Designer with over 4 years of expertise in branding, digital, and print design, I'm proficient in sketching, painting, and hand drawing and illustrations. Demonstrating strong leadership, excellent communication, and adept time management, I successfully led the strategy, design, development, launch, and social media marketing of 6 products over 19 months, significantly increasing sales. My ability to solve problems creatively has been pivotal in establishing brand identities and guidelines for multiple brands, effectively boosting their awareness. Looking for graphic designer position where I can expand my skills.

EDUCATION

Advertising - Art direction Humber College - Toronto, Canada	2023- Present
Creative Industries Management Sheridan College - Mississauga, Canada	2022-2023
PG Diploma in Multimedia ICAT - Chennai, India	2016-2017
B.Sc. Interior Design JBAS College - Chennai, India	2013-2016

WORK EXPERIENCE

- LEAD DESIGNER** - Pop It Out | Chennai, India Jan 2021 - July 2022
- Trained 2 interns, led a 4-person team, and spearheaded product design and social media marketing.
 - Doubled the sales forecast by selling 1,000 units, reaching 200% of the anticipated 500-unit target for a journal design project.
 - Boosted Instagram followers from 18k to 94k, achieving significant growth engagement through content creation.
- CONSULTANT - CREATIVE DESIGN** - Paragon Digital Services | Chennai, India Aug 2020 - Dec 2020
- Developed cross-platform web-ready marketing campaigns, adhering to brand guidelines.
 - Achieved daily and weekly targets while maintaining clear communication around revisions and timelines.
- VISUAL DESIGN ASSOCIATE** - Amazon | Chennai, India Oct 2019 - Jan 2020
- Created innovative, multi-platform web-ready campaigns and storefronts based on existing style guides and brand guidelines in a fast-paced production environment.
 - Managed and communicated with global stakeholders, providing updates, sharing information, and ensuring project transparency and alignment.
- EXECUTIVE- GRAPHIC DESIGN** - PropRoots | Chennai, India Sep 2017 - 2019
- Designed OOH, Web banners, Emails, social media, and print assets for clients ranging from health, tourism, and hospitality.
 - Interpreted creative briefs, effectively managing multiple projects and deadlines simultaneously.
 - Worked with prestigious brands and clients around the world and participated in agency pitches and proposals contributing to a 40% growth in the company's client base within a year.
 - Contributed to securing several prestigious brands as well as a global brand, significantly expanding the company's international portfolio.

SKILLS

Software: Adobe Photoshop, Illustrator, InDesign, After Effects, Acrobat, Mac & Windows Systems
Languages: English, Malayalam, Tamil