

# ARISHA WADIWALA

GRAPHIC DESIGNER



## CONTACT



Mississauga, ON



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## PROFESSIONAL SUMMARY

Driven, detail oriented graphic designer with 4+ years of experience designing content for OOH, digital and print mediums as well as managing social media platforms such as Facebook and Instagram. Highly skilled using Adobe Illustrator, InDesign, Photoshop and After Effects as well as Canva. Excellent time management, communication, and collaboration skills. Eager to assist your company in building its online presence.

**Technical Skills:** Adobe Suite (InDesign, Illustrator, Photoshop, Premiere Pro, After Effects) MacOS, MS Office Suite, Google Suite, HTML, CSS, Social media publishing tools/platforms, Wix, Shopify, Mailchimp, UX/UI Design, Digital Asset Management (DAM), Typography.

## WORK EXPERIENCE

### MOTION GRAPHIC DESIGNER

Lightyear Media | July 2023 - Present

**Oakville, ON**

- Produce static image mockups for potential clients using Adobe Photoshop to demonstrate how the client's brand will appear on screens in Times Square, NYC
- Create video mockups for interested clients using Adobe After Effects to illustrate their ad campaigns on screens in Times Square
- Produce DOOH creatives for brands using their assets and formatting files to go live on screens
- Schedule creatives to go live using Adobe After Effects and Media Encoder

### GRAPHIC DESIGNER

Road to Zero Waste | January 2019 - July 2023

**Toronto, ON**

- Design weekly graphics for Instagram and Facebook pages educating followers on the effects of food waste using Adobe Illustrator and Canva
- Manage social media accounts (Facebook, Instagram) to increase social media following and brand awareness using the Facebook Meta Business Suite
- Create window stickers using Adobe Illustrator to put in store fronts
- Design presentations using Canva to demonstrate the effects of food waste
- Update and maintain website, adding new content, and regular maintenance while also making use of some HTML and CSS
- Edit videos using Adobe Premiere Pro and Canva after charity events and initiatives
- Design stand-up banner for charity event using Adobe Illustrator
- Design brochures using Adobe Illustrator to give more information on the charity and its efforts

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## WEB & GRAPHIC DESIGNER

Paradise Fields | May 2022 - December 2022

Hamilton, ON

- Lead the total rebranding of the website, making use of accessibility (AODA), and hierarchical design principles
- Designed mockups of billboards, brochures, flyers and bus ads using Adobe Illustrator for an event taking place in 2023
- Created social media content for Facebook and Instagram using Canva and Illustrator
- Kept track of assets using Google Drive ensuring proper naming conventions were used
- Part of the team that led the partial rebranding of social media to increase brand awareness

### PROJECT AT PARADISE FIELDS:

- Redesigned entire website using Shopify to refresh old styles make better use of new technological practices and make website more user-friendly using UX and UI design principles as well as AODA compliancy
- Migration of website from Squarespace to Shopify ensuring all new links and pages were functional when new website was launched
- Made use of Shopify's add-ons to increase the functionality of the website including adding a booking page where customers could book one on one appointments with a specialist
- Made modifications to the existing Shopify template using HTML and CSS to customize and personalize the template

## GRAPHIC & WEB DESIGN INTERN

Movia | May 2022 - August 2022

Toronto, ON

- Designed weekly social media content
- Edited videos to be displayed on the website using Adobe Premiere Pro
- Created landing pages for new webpages
- Proposed logo ideas and brand colours for the creation of a sub company

### PROJECT AT MOVIA:

- Using Photoshop and Illustrator, landing pages were designed to be published on the website while keeping up with the current website layout and hierachical design principles
- Assisted in the creation of a new logo and brand colours for a sub company using Illustrator to create numerous logos and colour options for the CEO to choose from
- Assisted in the website layout for the new sub company keeping in mind UX and UI design principles

## EDUCATION

### Bachelor of Technology (B.Tech) - Graphic Communications Management - Concentration in Publishing

- Toronto Metropolitan University | September 2019 - April 2023

### Computer Systems Technology Diploma - Computer Programming

- Sheridan College | January 2018 - August 2019