

# Navya Sharma

Graphic Designer

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Toronto, Ontario, Canada

Dynamic Graphic Designer with 2+ years of experience creating user-centered designs across digital and print channels. Proficient in Figma, Adobe Creative Suite, and prototyping tools, with a strong focus on branding, accessibility, and collaboration in agile environments. Skilled in illustration, logo creation, and delivering high-quality production-ready assets for seamless implementation.

## Work Experience

### Creative and UI/UX Designer Intern

Oct 2024 - Dec 2024

*Codefy Labs | Toronto*

- Enhanced BurnOn's UI/UX by designing wireframes and prototypes, increasing user engagement by 30% through intuitive navigation.
- Created visually compelling social media assets, maintaining brand consistency and boosting user acquisition and brand awareness.
- Developed user-centered prototypes, ensuring seamless functionality and elevating user experience across digital platforms.
- Led brainstorming sessions for design solutions, driving a 25% increase in task efficiency and fostering collaborative creativity.

### UI/UX Designer Intern

Aug 2023 - Aug 2023

*Human Element | Waterloo*

- Researched crossword gaming industry, informing design decisions and boosting user engagement by 40% through data-driven insights.
- Designed wireframes and prototypes for a crossword app, creating a visually appealing UI that enhanced user experience.
- Collaborated with developers to implement responsive design, improving accessibility and increasing customer retention by 30%.

### Graphic Designer Intern

Jan 2022 - Oct 2022

*Creative Galileo | Noida*

- Designed 30+ illustrations for 8 educational games, boosting user engagement by 20% and captivating 10,000 children.
- Created 30+ custom digital stickers, enhancing in-app interaction and increasing user engagement by 14%.
- Standardized branding across educational games, maintaining consistency and aligning promotional assets with brand guidelines.
- Developed educational infographics and market trend visuals, simplifying complex data for improved audience comprehension.

### Graphic Design & Brand Freelance

Aug 2021 - Dec 2021

*Holla Digital | Noida*

- Designed print-ready brochures, posters, and flyers, maintaining brand consistency and meeting precise print production specifications.
- Revamped website design, enhancing brand identity and increasing overall engagement by 40% through cohesive graphics and color palettes.
- Optimized responsive eCommerce web interfaces, boosting customer engagement by 25% with tailored branding designs, logos, and packaging.
- Designed social media templates, carousels, and YouTube thumbnails, boosting engagement by 25%.
- Designed event banners and CTA graphics, enhancing audience interaction by 15%.

## Graphic Designer Intern

Jun 2021 - Oct 2021

*Doodle Desk | Gurgaon*

- Designed 45 festive and motivational doodles, boosting social media engagement by 17% and increasing audience interaction by 20%.
- Created cohesive marketing materials, including posters and digital assets, ensuring brand consistency across all platforms.
- Produced print and digital materials, such as brochures and event signage, adhering to brand guidelines for cohesive visual identity.
- Monitored engagement metrics, optimizing social media visuals for a 25% increase in user interaction.

## Core Skills

**Hard Skills:** Visual Communication, Typography, Layout Design, Branding & Identity Design, Illustration, Print Design, Digital Design, Photo Editing & Manipulation, Motion Graphics (Basic), UI Design, UX Design, Digital Advertising Design, Email Campaign Design, Social Media Graphics, Brand Guidelines Development, Layout Composition

**Soft Skills:** Creativity & Innovation, Attention to Detail, Communication, Time Management, Problem Solving, Adaptability, Collaboration, Feedback Integration, Brand Consistency, Strategic Communication, Multitasking

**Tool:** Adobe Illustrator, Adobe InDesign, Figma, Procreate, Adobe Photoshop, Adobe XD, Blender, Framer, Adobe After Effects, CSS, Adobe Premiere Pro, Corel Painter, Adobe Lightroom, HTML, MS Office, Clip Studio, Canva

## Education

### Centennial College

**Postgraduate Certificate** Interactive media management

Minor: Collaborated with a client to enhance their online presence across their website and social media platforms to improve user experience. Conducted a comprehensive current state and competitive analysis to identify gaps and challenges. Developed a risk mitigation strategy and formulated a 360-degree content strategy to optimize engagement. Recommended website enhancements with interactive prototypes, effectively presenting the designs to the client. The client praised our strategic approach and de

Relevant Coursework: Identified challenges design students face in finding internships and developed CareerSprout to bridge the gap. Designed Figma prototypes, conducted user testing, and iterated designs to enhance usability. Crafted the platform's visual identity, core features, and functionalities, resulting in an intuitive user experience that improved internship search efficiency.

### Conestoga College

**Postgraduate Certificate** Interactive media management- Interaction Design

Relevant Coursework: Crafted a cohesive visual theme for the Sleep App, including a unique 'S' logo using Adobe Illustrator to establish brand identity. Designed intuitive user interfaces for key features like sleep tracking and music library, ensuring a seamless user experience. Developed interactive prototypes for usability testing, gathering feedback to refine and iterate designs, ultimately enhancing user engagement and satisfaction.

### Amity University

**Masters** Journalism and Mass Communication

Relevant Coursework: Collaborated with the team to create a press release package, including an engaging brochure, invitation card, and flyers, ensuring consistent design and effective communication for the event.

### Amity University

**Bachelors** Journalism and Mass Communication