



Param Walia

Graphic Designer

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Summary

A Bachelor of Design (Visual Communication) graduate from Deakin University with expertise in branding, editorial design, and CG visualization. Proficient in Adobe Creative Suite, Blender, Framer, and Figma, with strong skills in typography, visual research, and UI design. Experienced in delivering impactful designs under tight deadlines for clients such as Auspay Plus, Standard Charter, and DJ Chris NG. Known for creative problem-solving, attention to detail, and collaborative teamwork in fast-paced environments.

Education

Deakin University

Bachelor of design (Visual Communication)

Jul 2020 - Nov 2024

Vifa Design Studio

Graphic Design Fundamentals Certificate

Jan 2019 - Jan 2020

Skills

Design Skills

Art Direction

Branding

CG Visualisation

Editorial Design

Identity Design

Typography

UI Design

Transferable Skills

Critical Thinking

Divergent Thinking

Open Communication

Self-Management

Teamwork

Visual Research

Tools

Adobe Illustrator

Adobe Indesign

Adobe Photoshop

Blender 3D

Figma

Framer

Languages

English

Punjabi

Hindi

Experience

FutureBrand Australia

Junior Graphic Designer - Internship

Jan 2024 - Mar 2024

FutureBrand Australia: A global brand and design consultancy shaping impactful brand experiences for leading companies worldwide.

- Collaborated on branding projects for global clients, including Auspay Plus and Standard Charter.
- Conducted in-depth visual research and competitor analysis to inform creative strategies.
- Designed cohesive brand assets (logos, posters, and design systems) while adhering to strict deadlines.
- Presented concepts with engaging narratives to streamline client feedback and enhance satisfaction.
- Developed teamwork and adaptability skills through iterative feedback sessions with senior designers.

Verandah Journal

Editorial Designer - Internship

Jun 2024 - Nov 2024

Verandah Journal: An annual publication from Deakin University, celebrating emerging writers and artists for 39 years.

- Led typesetting and developed the typographic, scaling, and colour systems for the journal.
- Crafted a distinctive visual direction tailored to the edition, balancing creativity with literary journal standards.
- Met tight deadlines while ensuring all elements were print-ready, with accurate colour and type reproduction.

Freelance

Graphic Designer

Jul 2022 - Present

Freelance graphic design services based in Melbourne specialising in indie-music sector.

- Designed visual identities and promotional materials for high-profile clients like D12 (Dirty Dozen) and DJ Chris NG.
- Collaborated with creative studios, contributing to branding and campaign strategies tailored to the indie music scene.
- Utilized Adobe Creative Suite and Blender to create compelling designs that resonated with target audiences.
- Demonstrated adaptability and problem-solving in fast-paced, client-driven environments.