

# Navya Sharma

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## EDUCATION

<b>Centennial College</b> <i>Post Graduate Certificate in Interactive Media Management</i>	<b>Toronto, Ontario, Canada</b> <i>Graduation Date: Dec 2024</i>
<b>Conestoga College</b> <i>Post Graduate Certificate in Interaction Design</i>	<b>Waterloo, Ontario, Canada</b> <i>Aug 2023</i>
<b>Amity University</b> <i>Masters in Journalism and Mass Communication</i>	<b>Noida, India</b> <i>April 2022</i>
<b>Amity University</b> <i>Bachelor of Journalism and Mass Communication</i>	<b>Noida, India</b> <i>April 2020</i>

## WORK EXPERIENCE

<b>Human Element</b> <i>UI/UX Designer Intern</i>	<b>Waterloo, Ontario, Canada</b> <i>August 2023 - August 2023</i>
<ul style="list-style-type: none"><li>Conducted in-depth research on crossword gaming industry, analyzing user demographics, market trends, and competitor analysis to inform design decisions and optimize user experience.</li><li>Developed low-fidelity wireframes, medium-fidelity prototypes, and high-fidelity designs for a crossword gaming app, resulting in a streamlined and visually appealing user interface that increased user engagement by 40%.</li><li>Collaborated with development team to implement responsive design principles into the crossword gaming app, resulting in improved accessibility across multiple devices and increasing customer retention by 30%.</li></ul>	
<b>Creative Galileo</b> <i>Graphic Designer Intern</i>	<b>Noida, India</b> <i>September 2022 - October 2022</i>
<ul style="list-style-type: none"><li>Cultivated engaging illustrations for 8 coloring and quiz games, capturing the attention of 10,000+ children and resulting in a 20% increase in customer engagement.</li><li>Produced over 30 custom stickers digital stickers to feature in the education and game app, increasing user engagement by 14%.</li><li>Designed and developed 3 visually compelling 2D game environments leveraging Adobe Creative Cloud tools to meet the needs of art direction and increase daily active users by 8%.</li></ul>	
<b>Holla Digital</b> <i>Graphic Design &amp; Brand Intern</i>	<b>Noida, India</b> <i>August 2022 - August 2022</i>
<ul style="list-style-type: none"><li>Crafted visually stunning mood boards highlighting prominent characters and games in the industry, leading to a 20% increase in brand recognition among target audiences.</li><li>Revamped website design by creating a cohesive brand identity through the incorporation of custom graphics and a consistent color palette, resulting in a 40% increase in overall engagement.</li><li>Developed visually appealing brochures, increasing audience reach by 50% for the targeted event through strategic use of color psychology and attention-grabbing design elements.</li></ul>	
<b>Doodle Desk</b> <i>Graphic Designer Intern</i>	<b>Gurgaon, India</b> <i>August 2021 - October 2021</i>
<ul style="list-style-type: none"><li>Developed a comprehensive social media content calendar and 50+ unique visuals, resulting in a 12% increase in Instagram followers.</li><li>Strategically designed wireframes &amp; prototypes to optimize user experience for upcoming mobile apps, resulting in improved navigation by 20%.</li><li>Crafted 45 festive &amp; motivational doodles to drive conversation and engagement on social media platforms &amp; merchandising products, boosting ad clicks by 17%.</li></ul>	
<b>Content Creation</b> <i>Graphic Design Intern - Social &amp; Brand</i>	<b>Gurgaon, India</b> <i>May 2021 - July 2021</i>
<ul style="list-style-type: none"><li>Designed and executed visually stunning design comps in collaboration with marketing specialists, resulting in 18 new clients in one month.</li><li>Developed and implemented creative social media post designs that resulted in a 30% increase in engagement rates for clients, leading to increased brand awareness and customer loyalty.</li></ul>	
<b>Nayati Healthcare and Research Pvt. Ltd</b> <i>Graphic Design Intern - Social &amp; Brand</i>	<b>Noida, India</b> <i>May 2019 - August 2019</i>
<ul style="list-style-type: none"><li>Collaborated with the marketing team to develop a comprehensive brand identity for the healthcare organization, leading to a 20% increase in brand recognition within the target market.</li><li>Created visually appealing and impactful newspaper advertisement for healthcare industry, resulting in a 20% increase in customer engagement.</li></ul>	

## **PROJECT EXPERIENCE**

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### **Sleep App**

- Created a consistent and visually appealing theme for the Sleep App including utilizing Adobe Illustrator a creative logo of the letter "S" and an image of a sleeping person

### **TATA Motors Press Release**

- Collaborated with team members to develop an engaging press release package including brochure, invitation card, and fliers.

## **SKILLS**

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**Skills:** Adobe Illustrator, Adobe Photoshop, Procreate, Figma, Framer, Blender, Adobe XD, HTML, CSS, Adobe After Effects, Corel Draw, Corel Painter, Clip Studio, Adobe Premiere Pro, InDesign, Lightroom, Photography