

# Ananya Dang

Innovative **Graphic & UX/UI Designer** with 3+ years of experience creating impactful designs for diverse industries. Skilled in Adobe Creative Suite, Figma, and branding. Proven ability to lead teams, meet deadlines, and deliver measurable success in dynamic environments.

## Work Experience

**Graphic Design Contractor** March 2023 – Present

**Operatio Marketing | Vaughan, ON**

Led the design of marketing assets, including social media graphics, META ads, and brochures, boosting customer engagement by 15%. Developed brand identities, enhancing client satisfaction, and collaborated on high-impact visual solutions. Designed websites and apps, increasing traffic by 12%.

**Freelance Graphic Designer** Aug 2023 – Present

**Haven Sleep Co. | Kelowna, BC**

Designed and executed visual content for print and digital campaigns, achieving a 25% boost in brand visibility across multiple platforms. Guided internal teams throughout the design process, ensuring consistency and improving overall project outcomes. Led rebranding efforts, increasing sales by 10% through targeted content strategies and compelling design.

**Graphic Designer Associate** Feb 2022 – Dec 2022

**Encalm Hospitality | New Delhi Airport, IN**

Spearheaded design initiatives for marketing materials, including print and digital media, which boosted customer satisfaction. Developed a unique sub-brand identity and collaborated on website content, enhancing usability and extending user sessions by 18%. Strategized branding campaigns for airport lounges and spas, increasing engagement and loyalty by 12%.

## Education

**PG Diploma in UX Design** Jan 2024 – Dec 2024

**Humber College, Canada**

GPA: 84.7

**PG Diploma in Print and Web Design** Jan 2023 – Aug 2023

**Humber College, Canada**

GPA: 80.0

**B.A. (Honours) in Graphic Design** Aug 2019 – July 2022

**IILM University, India**

SGPA: 9.00

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## Skills & Competencies

UI/UX Design

Graphic Design

Wireframing and Prototyping

Interaction Design/ Visual Design

Responsive Web Design

App Design

Typography and Color Theory

User Testing & Usability

Creative Problem-Solving

Cross-functional Collaboration

Time Management

## Tools

Adobe Creative Suite (Photoshop, Illustrator, InDesign) | Figma | Canva | Capcut | Adobe XD | Google Workspace | Microsoft Office Suite

## Languages

Hindi

Native

English

Fluent

## Interests

Collecting Fridge Magnets | Puzzle Solving | Photography | Amateur Mixologist