

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

Toronto, Canada

dangananya01@gmail.com

+1 (647) 863-2408

www.ananyadang.com

linkedin.com/in/ananyadang/



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

English

Fluent

Hindi

Native

Interests

Collecting Fridge Magnets | Puzzle Solving | Photography | Amateur Mixologist