

ISHA CHAUHAN

Toronto, Ontario, M2N 7A2

Phone: 416-902-3119

Email: isha.lavender@gmail.com

Portfolio: www.ishachauhan.com

I am a highly creative and multitalented Graphic Designer with a substantive background in fine arts. I possess exceptional interpersonal skills and a passion for creating powerful & engaging digital experiences.

TECHNICAL COMPETENCIES & PROFILE

Skill Set

- *Graphic Design:* Adobe Photoshop, Adobe InDesign, Adobe Illustrator, Adobe Animate, Adobe DPS, Adobe Acrobat DC
- *Web Design:* Dreamweaver, HTML/HTML5, CSS/CSS3, JavaScript, JQuery, WordPress CMS
- *Animation & Digital Sketching:* IPad, WACOM, Kindle Fire, Computer and Hand Illustration
- *Print media:* Newsletters, Business Cards, Posters, Stationary, Books Cover, Logos, Signs, Brochures, Packaging, Portraits, Calligraphy, Typography
- *Fine arts:* Painting, Sketching, Sculptures, Murals

Profile

- Proficient in MAC and Windows environment
- Proficient with HTML/HTML5 and CSS/CSS3 for designing creative and responsive websites
- Trained in wide array of artistic mediums (Abstract & Realistic Work) using theory of perspective
- Innovative, highly creative, good at thinking 'out of the box' using design skills
- Excellent time management skills and accountable for meeting deadlines
- Extensive leadership experience in school, volunteer, contest judge and community activities

ACADEMIC PROJECTS

Project: Magazine Advertising Campaign (Three Ad Series) - *Graphic Design in Print & Web, Humber College*

Description: Developed a strategy and concept to support a magazine campaign of three consistent advertisements in consecutive issues of the same magazine. The concept was driven from the overall marketing strategy/selling approach of the advertiser through a development sequence of Goal, USP, Research, Target Audience, Brand Attributes and an appropriate Magazine to get it published.

Technology: Illustrator, InDesign, Photoshop, Adobe Acrobat DC

Project: CD Album Art + Website - *Graphic Design in Print & Web, Humber College*

Description: Designed a Print and Web based CD project following an execution plan including various visual elements. The process involved choosing our resources, sketching, a creative brief to reflect the client's music and character. The print component described the physical characteristics of the booklet incorporating the design principles. The web component included the style layouts to make the website responsive and interactive.

Technology: InDesign, Photoshop, Dreamweaver - HTML5/CSS/Jquery/XML/PHP

PROFESSIONAL EXPERIENCE

MBI IT Services, Mississauga

2015 - Present

Human Resources Coordinator

- Prepare contract and facilitate the onboarding process of new hires
- Review contractor invoices on a daily basis and verify 80+ technicians' payroll
- Complete and maintain contractor documentation including time records, job offers, performance reviews

Technology: MBI accounts(Payroll), Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Google Docs

Handy Canadian, Canada

2015 – 2016

Graphic Designer - Freelance

- Manipulate images for use on website to promote company offerings online
- Create innovative design packages to elevate and differentiate branding and marketing and advertising initiatives
- Format designs and media for use in print and web applications; deliver production-ready graphics in HTML/CSS
- Paginate four-color and black and white layouts, rescaled and cropped images using Photoshop, and compile client data into PDF formats; edited documents and layouts

Technology: Adobe Photoshop, Dreamweaver, HTML5, CSS, InDesign, Adobe Acrobat DC, WACOM, Mac, Adobe DPS

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Teleperformance, Toronto

2014 - 2015

Engagement Specialist – Human Resources

- Design Print materials and Newsletter Collaterals for social media
- Propose, manage and implement employee retention initiatives
- Create monthly Action plans in conjunction with Director/Human Resource Manager for employee events, and gain approval for budget of events
- Design new, on-brand visual elements to promote fund raising events for Sick Kids and Heart & Stroke Foundation

Technology: Adobe Photoshop, Adobe Illustrator, Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Clear vision

The Education Academy, Scarborough

2014 - 2014

Art Instructor- French Fun Summer Camp

- Prepare Visual Arts/Graphics materials and lead Art activity in group of 20 and more kids of age group 4-14years
- Develop innovative art exercises using different techniques and mediums

Magical Fingers Institute, New Delhi, India

2009 - 2013

Art Director/Fine Artist

- Conduct regular studio practice; participated in exhibitions and open studios
- Create pieces in multiple medium including digital art, photography, drawing, painting and sculpture
- Develop and implement dynamic lessons designed to teach a rich variety of artistic techniques such as color, line, shape, form, value, texture, and space
- Develop creative layouts for weekly advertisements - ADVO and inserts, brochures, direct mail, signage and the company's corporate identity materials

Skills Used: Painting, Sketching, Texturing, Pastel work, Watercolor technique, Sculptures, Murals, Adobe Photoshop

EDUCATION

Graphic Design in Print and Web

2016 – 2017

Humber College, Toronto, Ontario

A full time program specializing in industry standard graphic applications for print and digital design

Certificate in Visual Design

2016 – 2016

Brain Station, Toronto, Ontario

The course introduces fundamental design principles, best practices, visual trends and patterns as well as appropriate tools in designing and prototyping interface design

Diploma in sketching

2012 –2013

Bhikhu Ram Jain Institute, India

A full time program specializing in illustrations, perspective drawings and human anatomy

Certificate in Painting

2011 - 2012

Indira Gandhi National Open University, India

This program introduces fundamentals of color theory and history of arts

Post graduation Diploma in Fine Arts

2009 - 2011

Delhi Collage of Arts, India

This full time course introduces techniques and methods of fine arts in terms of paintings/murals/crafts/sketching

Bachelor of Computer Applications

2005 –2009

Guru Gobind Singh Indraprastha University, New Delhi, India

An applied Bachelor's Degree laying the foundations in Computer Applications Programming