



ANJUMAN GREWAL

Graphic & Digital Designer

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SUMMARY

I am a skilled Graphic and Digital Designer with expertise in marketing, print, user experience, and user interface design. With a background in the arts and culture sector, as well as experience with small businesses, non-profits, and educational institutions, I bring a diverse range of skills to my work.

Over seven years, I have honed my craft through freelance and professional projects, staying up-to-date with industry trends. I am passionate about creating immersive, human-centered designs that connect with people on a deeper level, and am driven to continuously improve and contribute my expertise and creativity to a dynamic team.

EDUCATION

Vancouver Film School | Digital Design Diploma | Interactive Design

August 2019 - August 2020

- Designed and prototyped an app, called "Amplifi" for my graduation project. It is a task management & productivity app that offers users the ability to enter and track their tasks, time, as well as evaluate and strategize their habits via data inputs
- Strategically divided project into 3 sections: Pre-Production (finalized core idea, research), Production (wireframes, user testing, prototyping) and Post Production (case study, retrospective of entire project) using Trello
- Utilized Google Forms to conduct surveys on my target users, as well as Maze for prototyping tests
- Created illustrations and iconography with Adobe Illustrator, and implemented UI designs via Sketch and exported to Figma for prototyping animations
- Successfully completed graduation project; by compiling all completed works and files into an organized folder system for hand-off, as well as a animated prototype (Figma) showcasing a walk through of the app and supporting the scope and big idea for the project

University of The Fraser Valley | Bachelor of Fine Arts Degree Double Minors in Visual Arts and Graphic & Digital Design

September 2015 - December 2018

- Managed and led a group of designers. Tasked with designing and executing the logo, posters, and social media graphics (banners, posts, images, etc.) and marketing material for the Valley Food + Farm Collective's preview event, "Market Preview Night" in-partnership with the City of Abbotsford and students taking part in the Summer 2018 Geography course (May-June)
- Developed social media graphics with Adobe Illustrator and Photoshop and initiated a social media plan by scheduling daily posts for Instagram and Facebook via Hootsuite in order to create anticipation for the pop-up event by posting countdowns, announcements and contests
- Successfully accumulated over three-hundred registered attendees in just two weeks-time by continuously promoting Market Preview Nights' Eventbrite link on our social media posts

SKILLS

- Communications Design
- Print Design
- Exhibition Design
- Packaging Design
- Brand Strategy/ Identities
- Marketing Design
- Project Management
- Typography
- Research & Documentation
- Art Direction
- Agile/ Scrum Methodologies
- User Interface (UI) Design
- User Experience (UX) Design
- Wireframes
- Prototyping
- Information Architecture
- Colour Theory

TECHNICAL SKILLS

- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Adobe After Effects
- Sketch
- Figma
- InVision
- Wordpress
- Square eCommerce



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EXPERIENCE

Graphic Designer | The Reach Gallery Museum | Abbotsford BC

April 2022 – Present

- Developed and produced creative assets for print and digital platforms for both in-house and external promotions, such as ads, posters, flyers, brochures, program guides, rack cards, banners, invitations and e-newsletters
- Monitored and maintained all required updates and changes to the website to ensure web content is complete, accurate and efficient to navigate, while also communicating with external web designers and developers to maintain and improve the site
- Implemented a permanent timeline to effectively support exhibition design and collateral for the gallery/ museum space as well as marketing material to meet print and digital deadlines
- Drafted and executed a successful social media marketing plan, resulting in increased engagement, brand recognition, and attendance to programming and events held at The Reach. Identified target-audience preferences, created tailored templates, and implemented consistent branding.

Graphic Designer | University of The Fraser Valley | Abbotsford BC

April 2019 – May 2019

- Commissioned to design a catalogue for the Universities' 2019 Bachelor of Fine Arts grad show: "Grid"
- Conducted interviews with faculty and graduates to assess and understand the meaning of the grad show and criteria. Then compiled three conceptual moodboards to show to the grads, to select what style of design they resonated with for the cover design; which was created in Adobe Illustrator. All content inside the catalogue was created in InDesign
- Coordinated and communicated with commercial printer to obtain quotes and determine paper texture, weight and quality
- Successfully designed, printed and delivered the 2019 BFA grad show catalogue's to the Fine Arts department to distribute to graduates and faculty

VOLUNTEERING

Interface Designer | BC Eats

Jan 2020 – Feb 2020

- Collaborated as a class for Vancouver Film School's Digital Design class, "The Big Idea", to conceptualize and execute a brand identity, motion design, wireframes and a working prototype for a non-for-profit client
- Designed the information architecture (site mapping), creating wireframes for the website by utilizing Illustrator and Figma, as well as writing copy for all headers and body content within the site
- Arranged weekly meetings with the client and teammates to present work, and determine the next step, while using agile/ scrum methodologies in order to meet our deadline to present and hand-off all works completed to the client
- Successfully developed a brand identity, motion video and site introducing BC Eats as an organization that aims to integrate people with the farming community in British Columbia: by providing educational experiences; ensuring the longevity of the agricultural industry

AWARDS

Adobe Design Achievement Awards (ADAA) - 2018

Semifinalist in the Commercial Packaging Design Category for "ecoTech"

Vancouver Film School - 2020

Best Communication Design for "Air Getaways"

CERTIFICATIONS

BrainStation, 2020

User Interface (UI) Design Certificate

ENRICHMENT

RGD Design Thinkers Vancouver

2017, 2018 & 2019