



ANJUMAN GREWAL

Graphic & Digital Designer

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SUMMARY

I'm a Graphic & Digital Designer based in the Fraser Valley, specializing in Communication, Packaging, User Experience and User Interface Design.

I've worked with small business owners and educational institutions over the last five years as a Freelance Graphic and Digital Designer. My focus is to solve problems by creating immersive, human-centred experience designs that appeal to the target audience/ user that stand out from the competition while also integrating empathy and philosophy during the research and design process.

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 5 graphic 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).
- Designed social media graphics with Adobe Illustrator and Photoshop (countdowns, vendor announcements, contests)
- Created and executed 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, announcing vendors 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
- Packaging Design
- Brand Strategy/ Identities
- Organization
- Typography
- Research & Documentation
- Art Direction
- Agile/ Scrum Methodologies
- User Interface (UI) Design
- User Experience (UX) Design
- Wireframes
- Prototyping
- Information Architecture

TECHNICAL SKILLS

- Adobe Illustrator
- InDesign
- Photoshop
- After Effects
- Sketch
- Figma
- InVision

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"



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EXPERIENCE

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, so that they could select what style of design they preferred for the cover of the catalogue; which was designed in Adobe Illustrator. All content inside the catalogue was created in InDesign
- Met with commercial printers 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

Graphic & Digital Designer | Mandair Farms | Abbotsford BC

May 2017 - June 2018

- Designed a promotional flyer for Mandair Farms to distribute at markets across the Lower Mainland with Adobe InDesign
- Created a 30-second promotional motion video announcing the beginning of their harvest for Summer 2018. This was done by sketching and presenting a storyboard to the client, creating illustrations/ screens via Adobe Illustrator, and importing and editing the video on After Effects
- Designed 10 social media graphics to post on their Instagram and Facebook feeds to inform/ advertise the farmer markets they were scheduled to attend and sell their Summer harvest

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 create a brand identity, motion design, wireframes and a working prototype
- Created 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 created and developed a brand identity, motion video and site that introduces 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

CERTIFICATIONS

BrainStation, 2020

- User Interface Design Certificate

ENRICHMENT

RGD Design Thinkers Vancouver

- 2017, 2018 & 2019