



CONTACT

shettiswarnima@gmail.com

[LinkedIn](#)

[Portfolio](#)

EDUCATION

Seneca College - Toronto, Canada

September 2021 - April 2023

Post Secondary Diploma in
Interactive Media Design

Usha Pravin Gandhi College Of Arts, Commerce and Science - Mumbai, India

June 2018 - April 2020

Masters in Entertainment,
Media and Advertising

Thakur College Of Commerce and Science - Mumbai, India

June 2015 - April 2018

Bachelors in Mass Media

VOLUNTEER EXPERIENCE

Saturday Art Class - Mumbai, India

June 2018 - April 2019

SWARNIMA SHETTI

GRAPHIC DESIGNER

HELLO, I AM SWARNIMA

A creative and detail-oriented graphic designer with a passion for bringing ideas to life. From being fascinated by the digital creative industry to exploring the world of graphics, it has been an adventurous journey. I value collaboration, attention to detail, and the ability to turn complex concepts into clear and simple designs. I am always eager to take on new challenges and expand my design skills. I am an inquisitive thinker, striving to transform complex problems into meaningful digital solutions.

WORK EXPERIENCE

Senior Graphic Designer

The Cup Store - Toronto, ON June 2023 - Present

- Prepare digital files for printing by ensuring they meet technical specifications.
- Check and adjust colors, resolution, and format to meet printing requirements.
- Review proofs and prototypes to verify accuracy and quality before final production.
- Develop creative, graphic presentations to communicate mood, emphasis, and insight.
- Design and implement social media designs based on latest marketing trends.
- Prepare printing plates for offset printing and screens for screen printing.
- Assess and prepare digital files for plate-making, ensuring they meet printing specifications.
- Brainstorm and conceptualize design ideas that effectively convey the desired message or concept.

SKILLS

Graphic Design

Layout and composition, Typography, Visual Communication, Branding and Identity design, Print design, Motion Graphics.

User Experience Design

Userflows, Wireframing, Prototyping,

Soft Skills

Time Management, Creativity, Adaptability, Attention to detail, Problem-solving, Flexibility, Leadership, Positive attitude.

Tools

Adobe Creative Suite :
Photoshop
Illustrator
After Effects
Premiere Pro
Indesign

WORK EXPERIENCE

Graphic Designer

Digichefs - Mumbai, India October 2020 - June 2021

- Prepared rough sketches of product concepts, discussed with clients, and made necessary changes.
- Enhanced design process by offering multiple solutions in conceptual models, layout, and typography.
- Participated in client meetings to discuss project scope, expectations, and completion dates.
- Developed creative, graphic presentations to communicate mood, emphasis, and insight.
- Designed and implemented social media marketing campaigns based on latest marketing trends.
- Consulted with clients to define design requirements and manage product development projects.
- Enhanced existing designs with new layouts, graphics, and content.

Junior Graphic Designer

Evolute Media and Events August 2018 - January 2020

- Developed layouts for product graphics, company collateral, and websites.
- Oversaw print design, and marketing collateral from concept to completion.
- Produced projects for advertising and informational purposes.
- Reviewed final layouts, making improvements and suggestions as needed.
- Generated digital image files for use in digital and traditional printing.
- Created various layouts for wedding Save the Date.

Junior Graphic Designer

GNS Advertising September 2014 - March 2015

- Create and develop visual content for a range of media, including print, digital, and social platforms.
- Support the design of marketing materials such as brochures, flyers, and advertisements.
- Maintain adherence to brand guidelines and visual identity standards in all design work.
- Collaborate with senior designers, and marketing team, to grasp design requirements and objectives.
- Engage in brainstorming sessions to offer creative ideas and solutions.