



## CONTACT

[shettiswarnima@gmail.com](mailto: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

### 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

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### 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

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### 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.