

JASNEET PRITAM

CALGARY, AB | www.jasneetpritam.com | jasneetmatharu00@gmail.com
[linkedin.com/in/jasneet-pritam-22a213234/](https://www.linkedin.com/in/jasneet-pritam-22a213234/)

Story-driven and deadline-oriented creative with almost 3 years of experience in design in professional and academic capacities. A compassionate and patient Multimedia Designer known for developing unique work that is consistent best practices and is flexible across various mediums of design.

SKILLS

- **DESIGN:** Basic illustration, Visual Design, Concept Sketches, Adobe Creative suite, After Effects, Video Editing, Graphic Design, Style guides & Pattern Libraries, Brand Guidebooks, Mockups, Content design, Design critique, Communications, Detailed scaled models
- **PROTOTYPING:** Digital Fabrication, 3D designs and drawings, Rhino, Visualization, Renders, Blender, Physics Simulations, Woodwork, Laser Cutting, 3D printing, Grasshopper
- **RESEARCH:** Data analysis, Data visualization, Tableau, A/B Testing for Web Design, Interviews
- **DIGITAL MARKETING:** Later, Hootsuite, Facebook Manager, Asana, Canva, SEO management, Blogs, Microsoft office, presentations, Hubspot

EDUCATION

Bachelors of Fine Arts Honours | UNIVESIRTY OF CALGARY, Calgary AB

Graduation Year (2024)

MAJOR in Visual Arts

MINOR in Architectural Studies (Equivalent to Foundation year of the Master of Architecture program at SAPL)

COURSEWORK INCLUDES: Studio design, Graphics and Animation, Digital Design, Professional Development, Entrepreneurship, Honours Thesis and research, History of Art and Architecture, Building science and Technology, Photography, Sculpture, 2D design, 3D design, Drawing, Art Education (course design), Exhibition design, Embroidery, Installation Art, Digital Fabrication, Printmaking, Sustainability

ACHIEVEMENTS: Deans List 2021, 2022, 2023 | Janet Mitchell Bursary 2023 | Pringle Family Scholarship for the Visual Arts 2023 | Isabel Stadelbauer Scholarship 2021, 2022, 2023

WORK & RELEVANT EXPERIENCE

IMPACT & COMMUNICATIONS ANALYST | Purppl, Kelowna BC (Remote)

(05/2023) – Present

Contributed significantly to Purppl's brand repositioning, leading to a 36% growth in media outreach, by developing visual branding and storytelling across various platforms. This included graphic design for newsletters, slide decks, business cards, and social media, ensuring visual consistency and thematic categorization for ongoing content. Additionally, I designed creative print materials for major conferences, established a new brand guideline book, and enhanced digital engagement by producing brand-aligned storytelling content and maintaining blogs, resulting in a 10% increase in newsletter subscribers and highly engaging social media content.

GRAPHIC DESIGN MANAGER & MARKETING ASSOCIATE | University of Calgary, Calgary AB

(12/2021) – Present

Developed and implemented comprehensive design strategies, enhancing user experience and brand visibility across content creation, social media, and website optimization, leading to a 10% increase in brand outreach. Collaborated across departments to design signage and digital assets, boosting student engagement, and streamlining operations. Played a key role in product development and brand merchandise design, focusing on strategic user experience and brand identity, which contributed to growing an online audience of over 4000 and provided market-driven insights for optimized brand positioning.

RESEARCH INTERN | Propel Impact, Calgary AB (Remote)

(04/2023) – (09/2023)

Collaborated with teams to develop and apply data visualization and statistical analysis techniques, transforming complex research data from over 30 interviews and a database of 1000+ entries into engaging visual narratives. Worked jointly with social enterprises and intermediaries, employing collaborative methods to distill qualitative data into clear, insightful designs. Co-created innovative infographics and data presentations using tools like Tableau, effectively summarizing over 200 data points in a format that enhanced team and audience understanding and engagement.

BOARD OF DIRECTORS | Vivo Media Arts, Vancouver BC (Remote)

(08/2022) – (08/2023)

Handled the role of Secretary and in the Facilities and Fundraising committee in the board. Crucial decision making role within organization. Understanding the inner financial and operational workings to contribute in ideation of critical decisions.

WEBSITE DESIGNER | Lethbridge Public Interest Research Group, Lethbridge AB (Remote)

(06/2023) – (09/2023)

Completed a full redesign of an existing website, enhancing navigation, visuals, and search engine rankings. Collaborated closely with a team to understand and interpret unique website requirements, leading to effective brand development, management, and user interface customization.

INTERIOR DESIGNER | GITS Consulting Services (1582514 Ontario Ltd), Nairobi KE

(01/2021) – (09/2021)

Led the transformation of an office space into a functional one-bedroom apartment, focusing on space planning, color palette, and textile selection, and adeptly managed local vendors, budget, and purchasing decisions for the interior design. Developed and maintained key client relationships by providing design solutions that met their needs and budgets, creating detailed floor plans, elevations, 3D views, and material boards, and effectively coordinated with contractors and vendors to resolve issues and discuss ideas.

ARCHITECTURE INTERN | Taj Developers, Nairobi KE

(01/2020) – (06/2020)

Assisted in architectural drafting and basic quantity surveying for a Residential Block construction project on Muthithi Road and designed a landscape plan for a Farmhouse in Kibwezi, as well as a playground beautification project at Hospital Hill Primary School for fundraising. Additionally, designed and implemented both physical and digital business cards for company employees and created newspaper adverts for the firm.

EXHIBITIONS

- Black History Month Creative Arts Gallery, University of Calgary. 2021
- Arts Showcase 2021 Virtual Reality Exhibit, University of Calgary. 2021
- Art of Mindfulness, CORE Shopping Centre and Little Gallery. 2021
- Emerging Artists Unleashed, Online Exhibition the Alberta Society of Artists. 2022
- Pumphouse Theatre, Quenten Doolittle Memorial Gallery. 2022
- Stop and smell the flowers, University of Calgary. 2023
- Emerging Artists Unleashed, Alberta Society of Artists Gallery. 2023