

Navneet Kaur

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PROFILE

Creative and high-energy Graphic Designer & Illustrator with 5+ years of experience designing products, packaging, and marketing visuals that reflect brand vision and delight users. Known for a strong aesthetic sense, unique character design, and the ability to translate abstract ideas into tangible product concepts. Experienced in both B2C and B2B sectors including consumer products, CPG, and e-commerce. Adept at managing deadlines, collaborating across teams, and aligning creative execution with commercial goals. Passionate about the creator economy, design trends, and building engaging product experiences for fans and consumers alike.

KEY SKILLS

Software & Tools:

- Adobe Creative Suite – Photoshop, Illustrator, InDesign, Acrobat (Advanced) Figma, Canva, WordPress, SharePoint, monday.com
- Microsoft Office – PowerPoint (master slides, charts, animations), Word, Excel
- CRM Platforms – Experience with Salesforce, HubSpot
- HTML/CSS – Basic editing and styling for web/email assets

Design Expertise:

- Digital Creative Design – Website assets, mobile, email marketing, digital ads
- Bilingual Design Support (English/Hindi/Punjabi/Bengali)
- Franchisee Marketing & Localization
- Corporate Communications, Presentation Design, Sales Collateral
- Branding Adherence, Visual Storytelling, Template Design
- QSR, E-commerce, CPG, Crowdfunding Products, Creator Economy

Soft Skills:

- Exceptional attention to detail; strong quality control mindset
- Collaborative team player with U.S./Canada cross-functional teams
- Able to take and incorporate feedback effectively
- Fast-paced environment experience; deadline-focused
- Communicates confidently with senior stakeholders

PROFESSIONAL EXPERIENCE

Graphic Designer (Freelance)

Feb 2022 - Present

- Designed over 75 product concepts including custom merchandise, packaging, and promotional illustrations for clients in CPG, e-commerce, and food & beverage.
- Illustrated character-focused assets and packaging for influencer-branded collectibles and lifestyle products.
- Collaborated with marketing and creative leads to ensure cohesion across web storefronts, ads, and physical product design.
- Researched trends on platforms like TikTok, Instagram, and YouTube to pitch fresh product ideas in line with creator branding.

Graphic Designer (Part-Time)

Media Arts & Graphics, Mississauga, ON

Feb 2024 – May 2024

- Worked in a fast-paced sign and print environment, serving real estate and commercial clients.

- Designed and produced 30+ custom signs weekly for real estate clients, including “For Sale,” “Open House,” and directional signage.
- Created feature sheets, brochures, and flyers for various industries such as real estate, construction, and restaurants, resulting in high-quality client-ready print materials.
- Prepared files for large-format print using Adobe Illustrator, InDesign, and Photoshop, ensuring 100% print-readiness and compliance with bleed/safety standards.
- Collaborated with the production team to meet tight turnaround times (24–48 hours) and maintain a 99% accuracy rate in signage specs and layouts.
- Maintained consistency across branded materials while managing multiple client projects simultaneously under strict deadlines.

Instructional Designer

SOTI Inc., Canada

Sep 2022 - Dec 2023

- Designed and maintained over 100 digital learning materials, internal training presentations, and stakeholder decks using PowerPoint, Illustrator, and InDesign.
- Designed branded visual content for internal training and marketing initiatives, including e-learning modules, infographics, presentations, and explainer videos.
- Led visual overhaul of the company’s SharePoint interface, increasing employee engagement and information accessibility by 40% for all teams.
- Collaborated with senior executives and subject matter experts (SMEs) to ensure brand consistency, accuracy, and visual appeal in corporate communications.
- Produced infographics and diagrams used in corporate pitches and cross-departmental training materials.
- Tools used: Adobe Creative Suite (Illustrator, Photoshop, InDesign), Figma, Microsoft SharePoint, Camtasia, Articulate Storyline, Premiere Pro.

Visual & Graphic Designer

Javron Solutions, India

Jun 2020 - Dec 2021

- Produced cross-platform UI/UX mockups and marketing graphics for web and mobile platforms, improving customer engagement by 20%.
- Worked with developers and marketing managers to design and test 10+ landing pages and email campaigns using A/B testing strategies.
- Supported branding initiatives by creating cohesive assets across PowerPoint, print ads, web banners, and trade show displays.
- Tools used: Adobe Creative Suite (Photoshop, Illustrator, InDesign), Sketch, WordPress, After Effects, Canva

Graphic Designer

Credible Future India, India

Jun 2020 - Dec 2021

- Designed brand collateral, print materials, and digital content for marketing and client engagement purposes.

EDUCATION

Master of Applied Computing

Sep 2021 - April 2023

University of Windsor, Windsor, Canada

CERTIFICATIONS

Spark SQL, Hadoop, MongoDB, JavaScript, Adobe Illustrator

PORTFOLIO

www.theartistryhub.com