





DHARSANA INDRAKUMAR

CONTACT

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 Portfolio!

SUMMARY

- Passionate multimedia designer with +1 year of experience.
- Proficient in producing graphics and/or motion graphics for web and print.
- Skilled in editorial multipage layout design.
- Knowledgeable in UI/UX – competitive analysis, user research, persona development, and accessible design.
- Experienced in photo/video production and editing.
- Skilled in HTML/CSS and Email Development
- Proficient in learning and working in content management systems such as SharePoint, WordPress and HubSpot.

HARD SKILLS

- Adobe Creative Suite
- HTML/CSS
- Figma - UX/UI
- Design Layout/Composition
- Email Marketing Design/Development
- Photo/Video Editing
- Visual Graphics and Motion Graphics

WORK EXPERIENCE

2023
4 months

Graphic Design Internship – Ontario Lottery and Gaming (OLG)

- Formally trained and successfully worked in a agile team environment.
- Utilized the Adobe Creative Suite and Figma to design and produce internal and external web graphics, often in collaboration with various teams involving product owners, copy writers, developers and other senior graphic designers.
- Collaborated with creative team members in the design, and development of a SharePoint site dedicated to enhance the onboarding of new employees.
- Demonstrated agility and efficiency in producing high-quality design assets for both internal and external web applications.
- Contributed to promotional designs for PROLINE+, crafting materials that boosts user engagement and bolsters brand presence in sports betting.
- Conducted research on emerging web trends in UX/UI and graphic design, integrating the latest design elements and UX principles into OLG's brand(s).

2022 - 2023
7 months

Graphic/Multimedia Design Internship – SmartSimple Software

- Collaborated with copywriters, developers, and other designers to ensure cohesive and effective design solutions were made.
- Generated collaterals for live conference/tradeshows events including logos, icons, brochures, web/print banners, infographics, and social media image and video content.
- Managed and edited camera footage, dialogue, sound effects, graphics and special effects to produce company specific video content.
- Designed and produced 2D animated motion graphics for video and other interactive media content.
- Owned the design and technical development of email marketing content.
- Sustained continuous design updates for various web pages while working within Hubspot and adhering to SEO standards.
- Designed UI for newly developing multi regional web pages.
- Lead the proposal to revamp UX/UI for the monthly SmartSimple newsletter.

2019 - 2022
3 years

Cast Member – Cineplex Odeon Eglinton Town Centre

- Formally trained in customer service, operating POS systems, and handling minor food operations.
- Consistently provided friendly guest service while maintaining a clean and safe work environment especially during COVID regulations.
- Supported team of cast members when opening and/or closing.

2017 - 2019
2 years

Studio/ Research Assistant – The University of Toronto

- Managed maintenance of print studio with limited supervision.
- Provided a detailed count of studio inventory so that materials are tracked and restocked accordingly.
- Delivered assistance and instruction to students of the print studio in intaglio print making processes, while offering an approachable personality for students to ask questions and review demonstrations of print processes.

EDUCATION

2020 - 2022
2 years

Seneca College – Honours Diploma, Interactive Media Design

- Awarded the Presidents Honors list for 4.0 GPA.
- Accomplished intermediate skills in multiple areas of digital interactive media design including graphic design, animation, UX/UI, and 3dsMAX.

2015 - 2019
4 years

University of Toronto – Honours Bachelor of Arts with Distinction, Specialized in Visual Studies and Art History

- Obtained intermediate skills in traditional and digital art.
- Contributed to critical discussions and analysis of art and design.

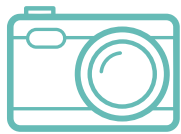
2011 - 2015
4 years

Lester B. Pearson – OSSD Graduated with Ontario Scholars and Honors

SOFT SKILLS

- Creativity
- Attention to Detail
- Adaptability
- Positive Attitude
- Cultural Awareness
- Open-Mindedness
- Efficiency
- Collaboration

Hobbies!



PHOTOGRAPHY & VIDEOGRAPHY



DRAWING & PAINTING



READING & WRITING



CLOTHING & FASHION

FREELANCE / VOLUNTEERING

2022 - Present
1 year

Freelance Graphic/Multimedia Design– Off Colour Org

- Collaborated with cross-functional teams to understand project requirements and deliverables.
- Produced and edited multimedia assets while utilizing the Adobe Suite.
- Created high quality Social Media templates.
- Managed and edited camera footage, dialogue, sound effects, graphics and special effects in company specific video content.
- Participated in brainstorming sessions and contribute to the development of innovative creative ideas to enhance Off Colour Org's brand(s).

2018 - 2019
8 months

Event Organization Member – “Vis-à-Vis” Thesis Show at The University of Toronto

- Managed production costs of student thesis exhibition by coordinating between 18 students and one University of Toronto funds representative.
- Raised artist satisfaction by communicating with the institution and providing a small sum of support for all student (thesis) projects.
- Presented thesis project amidst a large academic audience and camera livestream with ease and professionalism.
- Complimented on strong oral, written, and (artistic) visual communication.
- Praised for strong organization in managing student data.

2018 - 2019
7 months

Peer Support – LGBTQOUT at The University of Toronto

- Trained in active listening and providing support while working for a drop-in peer support environment for LGBT+ youth.
- Provided friendly non-judgmental support to those that drop-in, while being mindful of the mechanisms of oppression, and instruments of privilege.

2018 - 2019
4 months

Exhibit Host - Art Gallery of Ontario – Anthropocene

- Trained as an arts educator, presenting a information relevant to the Anthropocene exhibition.
- Provided help for guests that were maneuvering elements of augmented reality included within the exhibition.
- Worked in a team of four or more volunteers to successfully manage the needs of 100+ customers.

2019
4 months

Greater/Information Desk Attendant and Artistic Guide/Gallery Attendant – Toronto Biennial

- Formally trained in customer service that is relevant to the objectives of the Toronto Biennial.
- Provided welcoming statements and helpful instructions on how to maneuver the gallery space.
- Participated in well-mannered discussions on featured art works, utilizing prior art historical knowledge and critical discussion skills.

FEATURED EXHIBITIONS

2020 – Seneca – York Campus, “**Our Actions Matter Art Exhibit**”, Online.

2019 – U of T – Scarborough Campus, “**Art Side Out: In Between**”, Scarborough, ON. CA.

2019 – U of T - Hart House, “**Reel Life at Hart House**”, Toronto, ON. CA.

2019 – U of T - Daniels Building, “**Vis-à-Vis**” Thesis Show, Toronto, ON. CA.

2018 – U of T - North/South Borden, “**Eyeball**”, Toronto, ON. CA.

2017 – U of T - North/South Borden, “**Eyeball**”, Toronto, ON. CA.

2016 – U of T - North/South Borden, “**Eyeball**”, Toronto, ON. CA.

2015 – LBP - 150 Tapscott Rd, “**The MRKT**”, Scarborough, ON. CA.

2011 – QE - 1905 Eastlake Ave, “**Student Display**”, Saskatoon, SK. CA.