



DHARSANA
INDRAKUMAR

CONTACT



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Portfolio!

SUMMARY

- Passionate multimedia designer with +3 yr 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 web & content management systems such as SharePoint, WordPress, and Wix.

SKILLS

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

WORK EXPERIENCE

Feb 2024 - Present
1 yr and 9m

Marketing Graphic and Web Design Coordinator – Allanson inc.

- Collaborated with marketing, engineering, and sales teams to design and develop branded visuals across digital and print media.
- Created marketing collateral including product brochures, informational documents, email campaigns, and digital ads that align with promotional goals.
- Worked on large-scale projects showcasing products, including in-house installations and trade show displays, ensuring impactful visual presentation.
- Ran the design and maintenance of Allanson's Wordpress site. Optimizing site layout, content, and performance in product visibility and engagement.
- Coordinated website updates and managed digital assets to ensure consistency across multiple product divisions.
- Planned, captured, and edited photography and videography for company products and services, producing high-quality assets for marketing, sales, and promotions. Focused on rebranding initiatives to modernize visual identity and strengthen brand cohesion across all communication channels.

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 web graphics, often in collaboration with product owners, copy writers, and developers.
- 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 images and videos.
- Managed and edited camera footage, dialogue, sound effects, graphics and special effects in post production of company 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.

2022 - 2024
2 years

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).

EDUCATION

2020 - 2022
2 years

Seneca College – Honours Diploma, Interactive Media Design
(Awarded the Presidents honors list for 4.0 GPA)

2015 - 2019
4 years

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

2011 - 2015
4 years

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