



## CONTACT

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iamseeaneed.com

## EDUCATION

Design & Computation Arts  
BFA, Concordia University  
2012-2015

Publication Design &  
Hypermedia Technology  
DEC, John Abbott College  
2009-2012

## SOFTWARE

Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe Premier Pro  
Adobe After Effects  
Microsoft Office  
Figma

## SKILLS

Graphic & Digital Design  
Typography  
Layout Design  
Video Editing & Animation  
Illustrations

## VOLUNTEER

Mentor (Big Sister)  
Big Brothers Big Sisters  
2017-2022

# SIYANE SARAVANAMUTHU

## WORK EXPERIENCE

### D-BOX Technologies | Graphic Designer | July 2023-Present

- Interpreting creative briefs to understand objectives and needs
- Creating original and innovative visual concepts
- Participating in creative meetings and brainstorming sessions
- Staying up to date on the latest trends in graphic design
- Researching and sharing industry best practices to continually improve quality designs

### Talent.com | Senior Graphic Designer | November 2022-April 2023

- Develop proactive ideas and innovative creative solutions that address brand and business goals
- Lead concept and design for all marketing channels, including assets for social media and digital marketing efforts
- Create marketing tools and documents, including sales presentations
- Support the integration of the company's visual language, including iconography, typography, visual hierarchy, brand expression, and motion that align with the art style of the brand

### Goodfood | Senior Graphic Designer | October 2020-November 2022

- Design brand aligned marketing assets for digital, web and print
- Support the Marketing Art Director in creative direction and ensuring brand consistency across all channels
- Assist Marketing Art Director with creative strategies for marketing campaigns

### Hatley | Senior Digital Designer | September 2019-October 2020

- Design and integrate wireframes and assets for homepages and landing pages
- Creatively brainstorm, plan and execute seasonal website changes that best reflect both the brand's and the customer's desires
- Design and integrate emails, newsletters and other digital marketing assets
- Design content for social media platforms

### Suzy Shier Inc | Senior Graphic Designer | September 2017-September 2019

- Designed and integrated emails, newsletters, web banners, landing pages and other digital marketing assets into their respective platforms
- Designed content for multiple social media platforms
- Ensured that all marketing materials followed the brand's guidelines and tone

### Groupe Dynamite | Web Graphic Designer | November 2016-December 2017

- Design all marketing material for homepages, including banners and landing pages and produce all designs for email and newsletter marketing
- Design brand-aligned assets for all social media and other digital assets

### MEDISCA Pharmaceutique | Graphic Designer | November 2014-November 2016

- Design all digital material such as web banners, emails and web icons
- Design assets for all social media platforms
- Produce print material
- Ensure that all digital and print material are brand aligned