

# ANJALI ANAND

GRAPHIC DESIGNER - Brand Identity, Marketing Graphics & Digital Design

✉ [anjalianand02091999@gmail.com](mailto:anjalianand02091999@gmail.com) ☎ [+1 \(519\)-918-8822](tel:+1(519)918-8822) 📍 [Thornhill, ON](#) **in** [LinkedIn](#) 📁 [Portfolio](#)

## SKILLS

---

- **Design Software:** Photoshop, Premiere Pro, Illustrator, InDesign, After Effects, Lightroom, Canva.
- **Creative Design:** Brand identity, typography, layout, color theory, composition, social media creatives.
- **Marketing Graphics:** E-commerce visuals, Amazon listings, campaigns graphics, advertising assets.
- **Print Production:** Pre-press setup, CMYK, bleed, resolution standards, packaging layouts, brochures, posters.
- **Visual Editing:** Photo retouching, image enhancement, raster/vector optimization, multimedia integration.
- **Motion Design:** Basic motion graphics, animated typography, transitions, video overlays, design compositions.

## WORK EXPERIENCE

---

### Graphic Designer

January 2024 – Present

*Top Talent Bridge*

*Remote, Canada*

- Engineered Web UI landing pages for career programs and LinkedIn services, restructuring layout and visual hierarchy, increasing user engagement and session duration by 25%.
- Produced LinkedIn profile banners and branding graphics, elevating recruiter profile views by 30% through redesigning featured visuals and identity elements.
- Structured client portfolio and resume presentation layouts, refining typography systems and grid alignment, cutting design revision cycles by 20%.
- Generated social media and paid ad creatives for career branding services, raising average campaign click-through rates by 18% across job-application promotions.
- Devised webinar banners and promotional thumbnails, standardizing digital event identity, sustaining sessions hosting audiences of 500+ attendees.
- Enhanced professional profile photos through advanced retouching workflows, improving visual clarity and presentation quality by 40%.
- Crafted marketing visuals for LinkedIn optimization services, expanding qualified lead inquiries by 22% via targeted promotional asset deployment.
- Delivered brand-aligned graphics using Adobe Creative Suite, Canva, and Figma, maintaining 95% on-time project delivery across concurrent assignments.

### Graphic Designer

August 2021 – July 2023

*Nivia Sports*

*India*

- Designed product graphics for online listings, refining hero images, thumbnails, and A+ layouts, elevating product page engagement metrics by 20% across key categories.
- Developed D2C website banners and landing page creatives, executing 25+ seasonal and promotional campaigns annually while structuring category-specific visual frameworks.
- Optimized marketplace listing creatives for Amazon and Flipkart, restructuring visual hierarchies and metadata alignment, increasing click-through rates by 15% on new SKUs.
- Coordinated launch creatives for 100+ SKUs, synchronizing category visuals and promotional assets within e-commerce workflows, strengthening rollout alignment.
- Formulated feature highlight infographics, mapping product specifications into structured visual narratives, reducing internal design iteration cycles by 30%.
- Produced 300+ digital assets annually, standardizing brand-aligned visuals across website and marketplace ecosystems, maintaining catalog-wide uniformity.
- Managed 12–15 parallel design tasks weekly, prioritizing urgent campaign deliverables while sustaining production bandwidth across concurrent assignments.
- Reduced creative turnaround time by 2 working days, recalibrating image resolution, compression ratios, and marketplace compliance benchmarks.

## EDUCATION

---

### Post Graduate in Advanced Photography

August 2023 - May 2025

*Lambton College of Applied Arts and Technology, Sarnia, ON*

### Bachelors in Animation

August 2018 - May 2021

*Kanya Maha Vidyalyaya, India*

## CERTIFICATIONS

---

- **Google Digital Marketing & E-commerce Professional Certificate** – In Progress
- **Small Remotely Piloted Aircraft System (RPAS) – VLOS Basic Operations** – April 2024