

SHRADDHA KUMAR

Graphic Designer & Illustrator

Creative and experienced Senior Graphic Designer & Illustrator with over **10 years** in the design industry.

I specialize in toy and arts & crafts **packaging, branding, illustration, and digital content** for e-commerce. I've created packaging and promotional designs for major retailers like **Indigo, Costco, and Barnes & Noble**, and developed graphics for licensed brands including **NFLPA, NCAA, and NBA**.

Skilled in print and digital design, layout, typography, motion graphics, and production-ready artwork. I use tools like **Adobe Creative Suite** (Photoshop, Illustrator, InDesign, After Effects, and Premiere Pro), Procreate, and Figma.

Comfortable working independently or as part of a team—able to take the lead on projects or collaborate closely with marketing, product, and creative teams.

Also experienced in photography and basic video editing for social and web use.



SKILLS

Creative Expertise

- illustration
- branding & identity
- packaging design
- motion graphics
- book layout design
- videography
- apparel graphics
- photography

Technical Proficiency

- photoshop
- after effects
- illustrator
- premiere pro
- indesign
- procreate

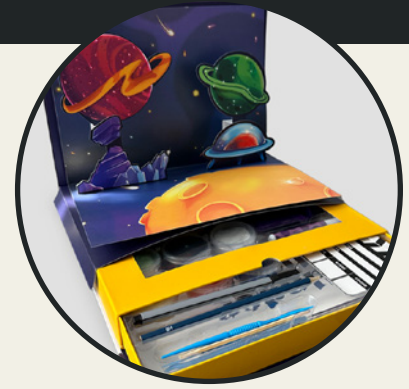


Contact

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WORK EXPERIENCE

Senior Graphic Designer & Illustrator



SpiceBox Product Development Ltd | 2021 - 2025 (5 years)

- Led the design and illustration process for product packaging, cover art, and book layouts, ensuring visual consistency and market appeal.
- Developed concepts with the editor and creative director for toys, educational games, and art kits, transforming ideas into compelling visuals.
- Created high-quality hand-drawn illustrations and handcrafted elements, setting a unique artistic direction for product lines.
- Mentored and provided technical guidance to junior designers, optimizing workflow efficiency and maintaining design standards.
- Produced last-minute mock-ups for the sales team's presentations, ensuring visually impactful pitches under tight deadlines.
- Managed the production of marketing videos, overseeing filming, editing, and post-production for Amazon and social media.

KEY SKILLS

Package design

Logo Design

Illustrations

Videography & Video Editing

Photography & Photo Editing

SOFTWARE SKILLS

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Adobe Premier Pro

Adobe After Effects

WORK EXPERIENCE

Graphic Designer & Illustrator

Reinvent Inc. (Formerly venture media labs) |

2021 - 2025 (5 years)

- Designed trendy T-shirt graphics that aligned with brand guidelines and market trends, ensuring high commercial appeal.
- Created dynamic sports graphics for major brands, including NFLPA, NCAA, and NBA, maintaining industry standards.
- Developed visually compelling designs using Adobe Illustrator and Photoshop, ensuring accuracy for mass production.
- Independently produced an animated marketing video using Adobe After Effects and Premiere Pro when external resources were unavailable.
- Directed, filmed, and edited client experience and company culture videos, enhancing brand storytelling through visual content.

KEY SKILLS

Apparel Graphic Design

Sports Branding & Illustration

Videography & Video Editing

Photography & Photo Editing

SOFTWARE SKILLS

Adobe Illustrator

Adobe Photoshop

Adobe Premier Pro

Adobe After Effects



CONTRACT EXPERIENCE



Branding Designer & Illustrator

The Gully Canteen | Indian Street Food Restaurant

2021 - (6 months contract)

- Led brand identity projects, including logo design, signage, menu design, flyers, food photography, and social media content creation.
- Illustrated custom art pieces for the restaurant's wall gallery, inspired by a 90's nostalgic theme.
- Developed a website using a third- party website builder (Wix).
- Worked closely with the marketing team to create engaging graphics and visuals for social media marketing.
- Provided cost-saving interior design solutions by sourcing and refurbishing furniture from Facebook Marketplace.
- Hand-painted a custom mural to elevate the restaurant's ambiance.

KEY SKILLS

Logo and Branding Design

Merch & Print Design

Social Media Content

Food Photography

SOFTWARE SKILLS

Adobe Illustrator

Adobe Photoshop

Adobe Premier Pro

Instagram Reel Editing

CONTRACT EXPERIENCE



Branding Designer & Illustrator

Mumbai Local | Indian Street Food Restaurant

2018 - 2020 (2 years contract)

- Led the creative direction for the restaurant's brand identity, creating a distinctive logo, branding materials (flyers, signage, and menus), and ensuring consistency across all platforms.
- Designed engaging social media visuals and trending reels for marketing campaigns, while conducting food photography to enhance online presence.
- Painted a 45-ft mural, the highlight of my career, which became an Instagram worthy visual centrepiece, featured in local newspapers, including a 2018 article in Georgia Straight.
- Developed custom illustrations and digital assets, further elevating the brand's visual storytelling.

KEY SKILLS

Logo and Branding Design

Merch & Print Design

Social Media Content

Food Photography

SOFTWARE SKILLS

Adobe Illustrator

Adobe Photoshop

Adobe Premier Pro

Short-form Video Editing (Reels, YouTube Shorts)

CONTRACT EXPERIENCE



Re-Branding Designer

Food Stach Foundation | Non-Profit Organization

2019 (2 weeks contract)

- Contracted for a one-time rebranding project, including logo design and brand guidelines.
- Delivered a comprehensive brand guideline for consistent application across platforms.
- Created an animated logo to enhance the foundation's digital presence.
- Ensured alignment with the foundation's mission through research-driven design choices.
- Effectively collaborated with stakeholders to refine and implement the new brand identity.

KEY SKILLS

Logo and Branding Design
Illustration
Animation
Creative Problem-Solving

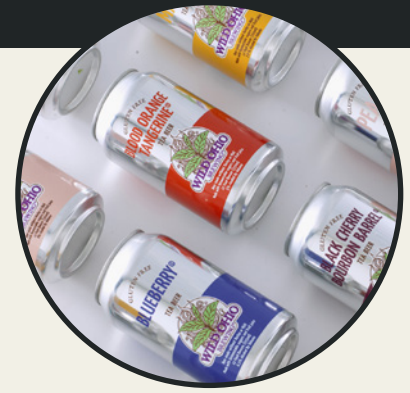
SOFTWARE SKILLS

Adobe Illustrator
Adobe Photoshop
Hand Sketch

CONTRACT EXPERIENCE

UI Designer & Social Media Content Creator

Wild Ohio Brewing | Beverage Company



2019 (6 months contract)

- Designed a user-friendly, visually appealing website UI, enhancing the brewery's digital presence.
- Developed wireframes and high-fidelity mockups to streamline the user experience.
- Edited and optimized product photography to align with brand aesthetics.
- Created engaging social media visuals to boost brand visibility and customer engagement.
- Collaborated with the marketing team to maintain brand consistency across platforms.
- Ensured designs were optimized for mobile and desktop responsiveness.

KEY SKILLS

UI Design

Product Photography & Editing

Product Videography & Editing

Social Media Content Creation

SOFTWARE SKILLS

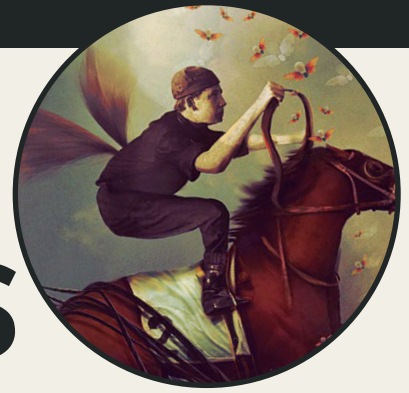
Adobe Illustrator

Adobe Photoshop

Adobe Premier Pro

Short-form Video Editing (Reels, YouTube Shorts)

EDUCATIONAL QUALIFICATIONS



Diploma in Visual & Digital Arts

Humber College | 2012 - 2014 (2 years)

- Developed strong foundational skills in traditional and digital art, including drawing, painting, and composition.
- Gained expertise in graphic design, illustration, and digital media using industry standard tools like Adobe Creative Suite.
- Explored art history, color theory, and design principles to enhance creative decision-making.
- Strengthened creative problem-solving, conceptual thinking, and collaboration through team-based projects.

KEY SKILLS

Drawing & Illustration

Digital Imaging & Editing

Concept Development

Portfolio & Professional Practices

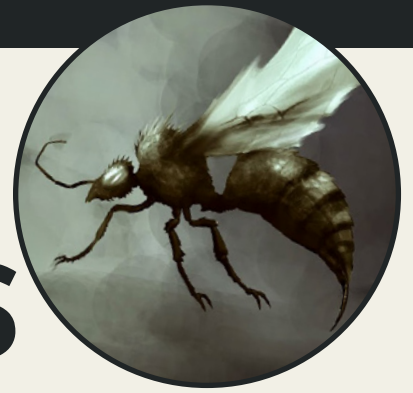
RECOGNITIONS

CBC Class Act - Sold an original painting, earning recognition for artistic excellence.

Holt Renfrew - Hand-painted a custom window display.

DigiFest 2013 - Represented Humber College, exhibiting original artwork.

EDUCATIONAL QUALIFICATIONS



Diploma in Animation Film Making

Zee Institute of Creative Arts | 2006 - 2009 (3 years)

- Gained expertise in traditional hand-drawn animation, 2D animation, and 3D animation.
- Learned principles of animation, including timing, squash & stretch, anticipation, and character movement.
- Developed skills in storyboarding, character design, and environment creation
- Explored digital animation techniques using software like Flash, Autodesk Maya, and After Effects.
- Strengthened concept development, problem-solving, and teamwork through collaborative projects.

KEY SKILLS

- Character Design
- Storyboarding
- 2D & 3D Animation
- Digital Art

RECOGNITIONS

Selected for a prestigious internship in Digital Matte Painting under India's renowned concept artist Mr. Rammanna, contributing to several of his acclaimed projects during my Animation Filmmaking course.