

# RESUME



**SHRADDHA KUMAR.**

**GRAPHIC DESIGNER /  
ILLUSTRATOR**

## CONTACT

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[SSKCREATIVES.COM](http://SSKCREATIVES.COM)

## PROFILE

Creative and versatile Senior Graphic Designer & Illustrator with **10+ years** of experience specializing in toy and arts & crafts packaging, illustration, branding, and e-commerce creative assets. Proven track record delivering impactful visuals for major brands like **NFLPA, NCAA, and NBA**, with work featured in **Indigo, Costco, and Barnes & Noble**. Skilled in multimedia storytelling, motion graphics, print production, F&B branding, photography, and videography.

## HARD SKILLS

- Illustration (Digital & Traditional)
- Packaging Design
- Book Layout Design
- Branding & Identity Design
- Videography & Video Editing
- Photography & Photo Editing
- Print & Digital Media Design
- Procreate, Adobe Illustrator, Photoshop, InDesign, After Effects

## SOFT SKILLS

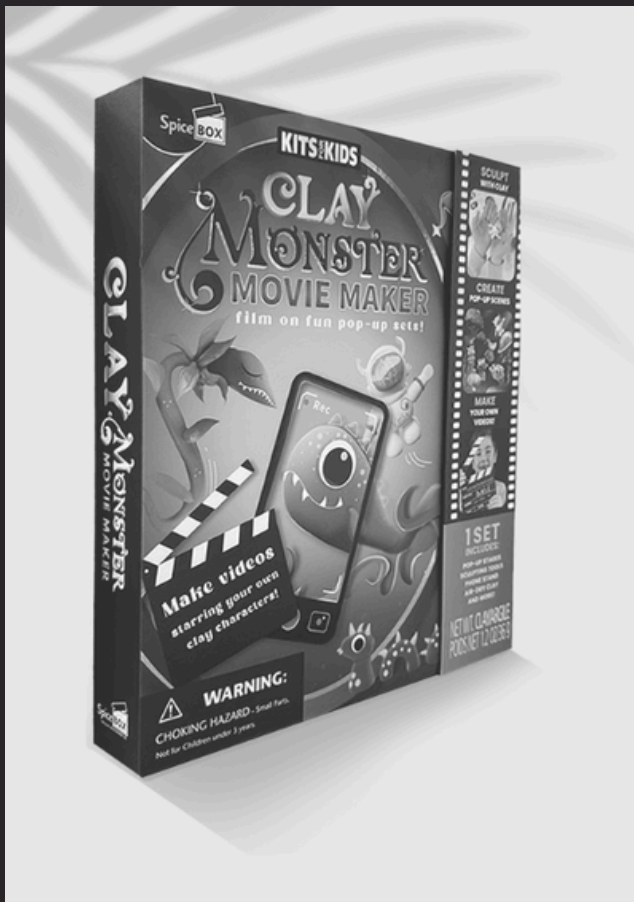
- Creativity & Innovation
- Communication
- Attention to Detail
- Empathy & Emotional Intelligence

# EXPERIENCE

## SENIOR GRAPHIC DESIGNER | ILLUSTRATOR

SPICEBOX PRODUCT DEVELOPMENT LTD.

2021 – 2025 (4 yrs)



- Led design and illustration for product packaging, cover art, and book layouts, ensuring visual consistency.
- Collaborated with editors and creative directors to develop compelling visuals for toys, games, and art kits.
- Created high-quality hand-drawn illustrations, setting a unique artistic direction for product lines.
- Guided junior designers, improving workflow efficiency and maintaining design standards.
- Designed last-minute mock-ups for sales pitches under tight deadlines
- Managed marketing video production for Amazon and social media, overseeing filming and editing.

## KEY SKILLS

- Package Design
- Logo Design
- Illustrations
- Videography & Video Editing
- Photography & Photo Editing

# EXPERIENCE

## GRAPHIC DESIGNER | ILLUSTRATOR

*REINVENT, FORMERLY VENTURE MEDIA LABS.*

*2014 – 2019 (5 yrs)*



- Designed trendy T-shirt graphics aligned with brand guidelines and market trends.
- Created sports graphics for major brands like NFLPA, NCAA, and NBA, meeting industry standards.
- Led design projects independently, delivering high-quality, production-ready artwork.
- Developed visually compelling designs in Illustrator and Photoshop for mass production.
- Worked with marketing teams to ensure brand consistency and maximize engagement.
- Produced animated marketing videos and client experience films using After Effects and Premiere Pro.

## KEY SKILLS

- T-Shirt Graphic Design
- Sports Branding & Illustration
- Adobe Illustrator & Photoshop
- Videography & Editing

# EXPERIENCE

## BRAND DESIGNER & ILLUSTRATOR

*THE GULLY CANTEEN | F&B INDUSTRY*

*2021 (6 months contract)*



## KEY SKILLS

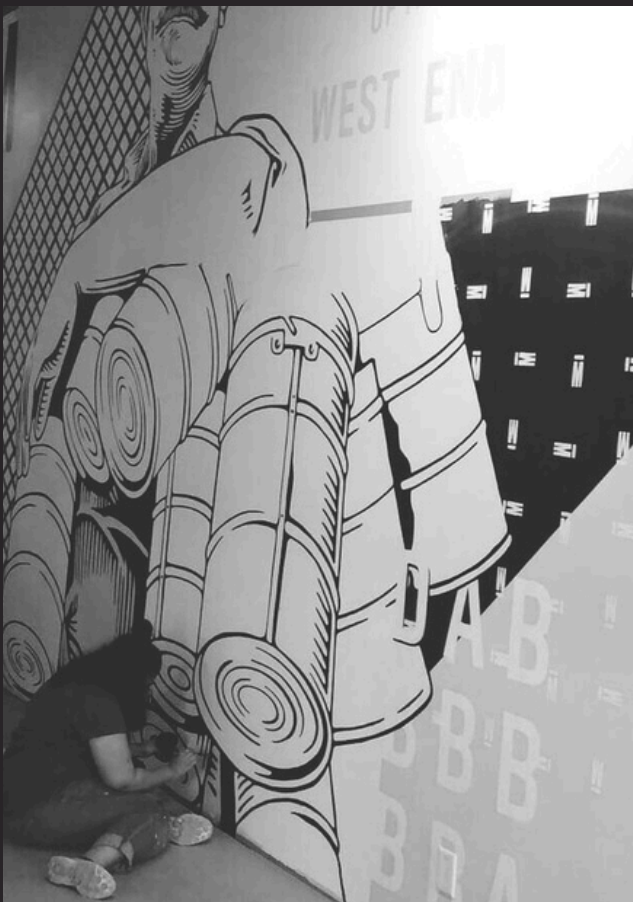
- Led brand identity projects, including logo design, signage, menu design, flyers, food photography, and social media content creation.
  - Illustrated custom art pieces for the restaurant's wall gallery, inspired by a 90's nostalgic theme.
  - Developed a website using a third-party website builder.
  - 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.
- Custom Illustrations
  - Logo Design
  - Merch & Print Design
  - Interior Guidance
  - Social Media Content
  - Food Photography

# EXPERIENCE

## BRAND DESIGNER & ILLUSTRATOR

*Mumbai Local Restaurant | F&B Industry*

*2018 – 2020 ( 2 yrs part time contract)*



## KEY SKILLS

- 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.
- Custom Illustrations
- Brand Identity
- Merch & Print Designs
- Mural Painting
- Social Media Content
- Food Photography
- Developed custom illustrations and digital assets, further elevating the brand's visual storytelling.

# EXPERIENCE

## RE – BRANDING

Food Stach Foundation / *Food Rescue Organization*

2019 (*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

- Branding & Logo Design
- Illustration
- Animation
- Creative Problem-Solving

# EXPERIENCE

## UI DESIGNER | SOCIAL MEDIA MANAGER

Wild Ohio Brewing | Beverage industry

2019 (6 months contract)



## KEY SKILLS

- UI Design
- Product Photography & Editing
- Social Media Content Creation
- 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.

# EDUCATION

## DIPLOMA IN VISUAL AND DIGITAL ARTS

Humber College | Toronto, ON

2012 – 2014 (2 yrs)



- 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.

### 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.



# EDUCATION

## DIPLOMA IN ANIMATION FILM MAKING

Zee Institute of Creative Arts | India

2006 – 2009 (3 yrs)



### ADVANCED TRAINING

Received one-on-one mentorship and completed an internship in digital matte painting under India's renowned concept artist Mr. Rammanna, collaborating on his notable works.

- 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 Adobe Animate, Autodesk Maya, and After Effects.
- Strengthened concept development, problem-solving, and teamwork through collaborative projects.