

Suhela Kapoor

GRAPHIC AND WEB DESIGNER

I have experience in web and print, specializing in branding and user-interface designs. I have passion for creating clean and modern designs and layouts for web and print media. I focus on solving problems like usability and accessibility through creative planning.

EDUCATION

Advanced Digital Design

Postgraduate, George Brown College
2013-14

- Web Interactive Prototyping
- Interface Design

Website Design and Development

Ryerson University (Part-Time)
2012

- HTML and Cascading Style Sheets

Graphic Design (B. Design)

Apeejay Institute of Design
2004-2008

Assessed by University of Toronto
Thesis - "The World of Typography"

TECHNICAL SKILLS

Design

Strong knowledge of typography, color theory, print and web.
Comprehensive understanding of design process, from conceptualization and brainstorming to a meticulous eye for detail in final stages.

Softwares

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe Dreamweaver
- Adobe After Effects
- 3Ds Max

Programming

- HTML5/CSS3
- Javascript/Jquery
- PHP

INTERESTS

Typography, photography, music, reading, movies, travelling, cooking.

EXPERIENCE

George Brown College (August 2013 - Present)

Research Assistant
Toronto, Canada

- Designed and coded a responsive website for healthy recipes in HTML5/CSS3 which included jquery based slideshow.
- Designed a cookbook for George Brown College's Centre for Hospitality and Culinary Arts.
- Created demonstration videos for the cookbook.

Inspiria Media & Publishing Group (November 2011 - April 2013)

Graphic Designer
New York, USA / Mississauga, Canada

- Redesigned websites for businesses in New York (Westchester Burgers, Sofritos - a Puerto Rican restaurant, Landsberg Jewelers) that were intuitive and helped increase web traffic.
- Created indoor and outdoor advertisements as well as monthly print ads for diverse clients ranging from restaurants to skating academy.

Compare Infobase (January 2011 - June 2011)

Graphic Designer
New Delhi, India

- Planned and designed several user-friendly travel websites in collaboration with developers and writers for clients.
- Designed a travel app for iphone/android and managed weekly e-newsletters and banners for travel and education companies.

Freelane Graphic Designer (March 2010 - December 2010)

New Delhi, India

- Responsible for understanding client's requirements and delivering designs that exceed client's expectations.
- Managed client relationships and the clients mainly consisted of start up companies (mostly for restaurants and cafés).
- Provided services like designing logos, menus and brochures.

Melange Design Pvt. Ltd. (December 2007 - February 2010)

Graphic Designer
New Delhi, India

- Worked directly with the client Liberty Shoes (top 5 manufacturers of footwear in the world) to create a new brand (Anything Skool) for school clothing and accessories.
- Responsible for the entire branding of Anything Skool which involved designing logos, stationery, packaging, catalog, gift wraps, signages of store interiors, notebook designs, pop up designs, banners, gift vouchers and other school accessories.