

RICHA AHLUWALIA

Graphic Designer

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ABOUT ME

Versatile graphic designer specializing in branding and visual storytelling. Dedicated to delivering impactful and innovative designs. Skilled in blending creativity with strategic thinking to craft meaningful visual experiences that resonate with diverse audiences.

EDUCATION

Diploma in Advertising and Graphics
Humber College
2021 - 2023

Integrated Masters in Communication Design
GLS Institute of Design
2016 - 2021

WORK EXPERIENCE

Creative Designer | The Printing House, Toronto | Dec 2023 - Present

- Pre-flighted customer files to ensure accuracy and production readiness, preparing digital, offset, large-format, business cards, name badges, tent cards, banners, standees, vinyls. Collaborated on projects for clients such as Fidelity, Medcan, Google, NOHFC, Pinterest, Auxly, and FIGR, delivering high-quality results tailored to their specific needs.
- Utilized Adobe Creative Suite, Adobe Acrobat Pro, PitStop, and MS Office for various design tasks. Worked with and manipulated printable PDFs.
- Applied expertise in Pantone, CMYK, and RGB color systems to ensure accurate color reproduction for print and digital projects, such as designing a product catalog that maintained consistent brand colors across all mediums.
- Utilized variable data programming skills in MS Office and Adobe InDesign like data merging for mails, labels, badges.
- Delivered accurate, high-quality work while consistently meeting deadlines, contributing to our branch earning the prestigious Platinum Award every year since 2023.
- Responded promptly to customer inquiries by advising on print options, preparing accurate quotes and work documentation, coordinating project intake with the Centre Manager, and providing design recommendations and mockups—ensuring smooth communication between clients, design, and production teams.
- Spearheaded the introduction of customized stamp services—the first of its kind at the company—to enhance client options and drive new business.

Social Media and Creative Designer | CulturalIQ, Toronto | May 2023 - August 2023

- Created and implemented visually appealing social media templates using Adobe and Canva, resulting in a 11% increase in engagement and reach.
- Utilized data analytics to track the performance of social media posts and made strategic adjustments to optimize engagement rates, resulting in a 15% increase in click-through rates.
- Implemented a strategic scheduling plan using Hootsuite to optimize reach and visibility of social media posts, leading to a 10% growth in followers.
- Utilized advanced video editing techniques to create captivating promotional video for various brands, resulting in an average of 5000 views per video and a 5% increase in brand awareness.

Graphic Designer | Alma Mater Biz Solutions | May 2018 - July 2018

- Redesigned client websites, results in a 40% increase in user engagement and a 25% decrease in bounce rate.
- Created character mascot for company's venture website, which attracted 30% more clients.
- Designed and wrote engaging social media content for startup ventures, driving increased website traffic and brand visibility.

SKILLS

Illustrator | Photoshop | InDesign | Adobe XD | Hootsuite | Figma | Canva | Proof Reading | Adobe Creative Suite | Premiere Pro

EXPERTISE

Graphic Design | Branding | Marketing | Web Design | Typography | Advertising | UI/UX | Social Media | Content Creation

LANGUAGE

English | French | Hindi | Design