

Shrimayee Gokhale

Graphic Designer

437.553.1906 | Toronto, ON | shrimayee.gokhale@gmail.com | <https://shrimayee.com/>

Experienced Graphic Designer with over 6 years in diverse industries, known for translating client concepts into visually compelling designs while consistently meeting tight deadlines. Proficient in multiple design softwares, dedicated to enhancing brands through visually strategic and engaging design solutions.

WORK EXPERIENCE

AG Graphics | Graphic Designer
Toronto, ON | September 2023 - Present

- Developed and maintained consistent brand visuals across various platforms to reinforce brand identity and appeal.
- Created layouts for regulatory labels, ensuring accuracy and compliance, using design software tools.
- Designed diverse materials including labels, advertisements, flyers, brochures, and social media assets, aligning with client specifications.
- Utilized Microsoft tools and Oracle Agile to release, store, and manage files efficiently within the project workflow.
- Managed multiple projects with moderate scope, overseeing planning, control, and delivery against timelines, ensuring timely and high-quality results.
- Documented project progress, formulated status reports, and presented updates to the team and immediate manager, keeping stakeholders informed.

Jape Consultancy Services | Freelance Graphic Designer
Toronto, ON | April 2023 - August 2023

- Collaborated with clients to produce creative and effective design solutions, ensuring brand alignment and project satisfaction.
- Delivered custom design assets across multiple formats, enhancing brand image and engagement.

Chordia Products Pvt. Ltd. | Graphic Designer
Pune, India | January 2021 - October 2022

- Designed food packaging and labels for consumer-packaged goods (CPG), enhancing brand visibility and adhering to regulatory guidelines.
- Developed promotional materials and supported various campaigns, aligning design outputs with brand standards and client expectations.
- Managed multiple concurrent projects and consistently delivered against established deadlines.

Eximp International Pvt. Ltd. | Graphic Designer & Video Editor
Pune, India | December 2019 - December 2020

- Created visual content and edited video projects to support the company's digital media presence, boosting brand engagement.

- Managed project deliverables independently, meeting schedules and maintaining high-quality standards.

Girikand Holidays Pvt. Ltd. | Graphic Designer & Video Editor
Pune, India | October 2018 - December 2019

- Designed and produced digital assets for social media and marketing campaigns, increasing brand reach and audience interaction.
- Collaborated in a team environment, addressing minor issues independently and mitigating risks to keep projects on track.

Yashwant Arts | Graphic Designer
Pune, India | January 2017 - October 2018

- Created custom graphics and illustrations for diverse client projects, tailoring designs to meet unique specifications and creative requirements.
- Exercised sound judgment and met deadlines with minimal supervision, maintaining high standards of detail and creativity in all outputs.

Affinity Express Pvt. Ltd. | Graphic Designer
Pune, India | September 2015 - December 2016

- Designed engaging print and digital media assets for promotional campaigns, enhancing brand visibility and message effectiveness
- Contributed to a cohesive team environment by establishing strong, effective relationships with colleagues and clients..

EDUCATION

Pune University - Pune, IND
Bachelor of Commerce, 2015

Arena Animation - Pune, IND
Graphics Animation and Visual effects, 2015

PROFESSIONAL SKILLS

- Expert in Software like Adobe Illustrator, CorelDRAW, Adobe Photoshop, Adobe Animate, Adobe Audition, Adobe Premiere, Adobe After Effects, InDesign, Canva etc.
- **Attention to Detail:** Strong sense of color, colorspace, and lighting, ensuring the creation of photo-real shots.
- **Organizational Skills:** Clean and efficient script organization with outstanding multitasking and problem-solving abilities.
- **Communication Proficiency:** Strong verbal and written communication skills, effectively reporting progress to Coordinators and Producers.
- **Adaptability:** Eager to learn and adapt to new technologies and design trends, with a proven ability to work under high pressure and tight deadlines.

- **Software Proficiency:** Mastery of Microsoft Office (Word, Excel, PowerPoint) and Google Suite (Docs, Sheets, Slides), with experience in Shotgun software preferred.
- **Digital & Print Design:** Skilled in maintaining brand standards and implementing design trends across digital and print media.
- **Creative Thinking:** Innovative design concepts for digital media across multiple platforms, with a keen eye for detail in layout, typography, and graphical communication.
- **Project Management:** Efficiently manage multiple projects simultaneously, maintaining high levels of accuracy and attention to detail.
- **Collaboration Skills:** Strong communication and collaboration skills, facilitating successful project outcomes.

PORTFOLIO

- <https://shrimayee.com//>