

Calgary, AB
Phone: (587) 585-2494
Email and Portfolio:



PROFILE STATEMENT

Senior level digital professional with 10+ years of experience across web development, UX UI design, graphic design, and interactive media. Advanced proficiency in building responsive, accessible web applications using modern front-end technologies including HTML5, CSS3, JavaScript, React, WordPress, and Git based workflows. Experienced in designing end to end digital experiences spanning branding, motion graphics, 3D visualization, and transmedia projects. Fluent communicator across English, French, Hindi, and Punjabi and experienced in collaborating with diverse international teams across Canada and Europe. Delivering technical development expertise with strong visual design skills and a user centered approach to problem solving. Comfortable working across the full digital lifecycle from concept development, wireframing, and prototyping to production, testing and deployment. Uses analytical thinking and adaptability to translate complex concepts into intuitive digital experiences. Committed to continuous learning and regularly update my skills to stay current with evolving technologies.

AREAS OF EXPERTISE - GRAPHIC DESIGN AND WEB DESIGN

- Logo, corporate identity design, pictogram, press advertisement, press insert, brochure, poster, wrap advertisement, signage, book design, POS display: kakemono, exhibition stand, newsletter and emailing
- Apply UX strategy for a website and define UI elements from scratch
- Develop and gamify a responsive website in alignment with WCAG
- Develop interactive ideas and concepts for video game and mobile application and Transmedia projects
- Create 3D models of products, textures, mapping and animations
- Video editing, motion designing, drawing, painting and photography

AREAS OF EXPERTISE - SOFTWARE AND DEVELOPMENT SKILLS

- Photoshop, Illustrator, InDesign, Dreamweaver, WordPress, AfterEffects, Enovia 3DExperience, 3Dvia Studio Pro, Sound Forge, Axure, Camtasia, Figma, Canva, VS Code, React v19
- Hands-on working experience with React JS: Context API, Hooks, React hook forms, React Router, Material UI, Test cases using Jest and React Testing Library, Set up a React project using Vite, Call API in React/Fetch data from an API, Set up Front end app from the scratch using NPM and Webpack, Use frontend Libraries (Material UI, React Bootstrap)
- HTML5, CSS3, Javascript ES6+, JSON, JQuery, Git and GitHub

AREAS OF EXPERTISE - OTHER

- Advanced in Microsoft Office Suite (Word, PowerPoint and Excel)
- Multilingual: English, French, Hindi, and Punjabi
- Technical & Administrative Documentation
- Remote and hybrid work environments
- Telephone Based Client Support

EDUCATION

- **Meta Front End Developer Certificate** - Coursera
- **Specialized Masters Interactive Digital Experiences** - Gobelins · ENJMIN · CNAM Paris, France
- **European Bachelor of Arts Communication** – ICOGES Paris, France
- **Bachelor of Fine Arts Printmaking Specialization** - Government College of Arts Chandigarh, India
- **Diploma of Vocational Studies Professional Pastry Making** - École Hôtelière de la Capitale Quebec, Canada

EMPLOYMENT HISTORY

Defend (helpusdefend.com), Canada | Self Employed, Île-de-France, France | Kalista Solutions (now Visiativ Retail), Pantin, France | Atos, Bezons, France | Campus Formations et Métiers, Bobigny, France

Graphic Design, Multimedia Design, 3D Design

10+ years

- Branding, logo design, corporate identity design
- Print design including brochures, posters, flyers, signage
- Motion graphics, video editing, multimedia production
- 3D modeling, texturing, animation, virtual product visualization
- Retail merchandising visualization and product presentation tools
- Visual storytelling across print and digital platforms

Correlation One, Canada | Defend (helpusdefend.com), Canada | Self Employed, Île de France, France | Atos, Bezons, France | Campus Formations et Métiers, Bobigny, France

Web Design, Web Development, UX UI Design

8+ Years

- Frontend Development using HTML5, CSS3, JavaScript, React, Bootstrap
- WordPress website development, responsive web design
- UX UI design, wireframing, prototyping, user journey mapping
- Gamified digital experiences, interactive web applications
- Accessibility focused development aligned with WCAG standards
- Git, GitHub version control, collaborative development workflows
- Visual identity, branding, digital communication design
- Interactive media, transmedia, mobile application concepts

Canada Revenue Agency, Calgary, Canada | Amazon, Calgary, Canada

Public Service(bilingual), Customer Support, Operations

4+ years

- Taxpayer Relief Officer responsibilities including policy analysis and decision support
- Taxpayer Service Agent duties including client communication and inquiry resolution
- Research, documentation, reporting, and regulatory interpretation
- Inventory management, order fulfillment, quality inspection
- High volume operational workflows requiring accuracy and compliance