

DEEPAK MALHOTRA

Senior Graphic Designer | Creative Thinker | Art Director | Illustrator

Portfolio: <https://deepakaries86.wixsite.com/folio/blank-q17v5>

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OBJECTIVE

Creative and solutions-driven **Senior Graphic Designer** and **Professional Videographer** with a proven track record in branding, advertising, client communications, digital content creation, and motion design. Skilled at using Adobe Creative Suite to craft compelling narratives and visuals across multiple channels, including web and social media. Adept at developing creative solutions that meet communication goals and enhance audience engagement. Committed to inclusive storytelling that strengthens community connection and impact.



PROFESSIONAL EXPERIENCE

ThinkShift | Winnipeg

Senior Graphic Designer | July 2022 - January 2025

- Designed and produced a wide range of creative assets including print ads, digital, video ads, brochures, social media content, flyers, videos, website design UI/UX, HTML5 banners, brand identities, and motion graphics for clients such as **Adama Canada/Global, Corteva, Alberta Beef, Cargil, Victory Canola, Manitoba Métis Federation (MMF), Elanco, Dairy West, Unbottled, Chinook Lumber, APTN Channel, and FWS Industrial Projects Canada.**
- Led concept development in collaboration with art directors, copywriters, and project teams to craft impactful visuals across multiple platforms.
- Engaged directly in client communications to define project parameters, clarify objectives, and present design concepts with clear articulation of rationale.
- Developed and edited video content, including storyboards, sketches, motion graphics, and short promotional videos.
- Worked on new business pitches shaping ideas, preparing presentations, building decks, and bringing the creative to life.
- Executed integrated campaigns from ideation through final production, ensuring alignment with brand strategy and communication goals.
- Developed social media campaigns across Instagram, Facebook, YouTube with Meta Ads Manager, driving targeted engagement.
- Incorporated AI tools (such as Midjourney, Adobe Firefly, and ChatGPT) into the concepting and production process enhancing ideation speed, design exploration, and workflow efficiency.

Vantage Studio Inc. | Winnipeg

Graphic Designer | August 2019 - June 2022

- Created print and digital materials such as posters, newsletters, signage, brochures, and branded content for clients including **A&S Homes, GoodLife Gym, Winnipeg Chamber of Commerce.**
- Conceptualized and executed logo designs, brand identities, and marketing visuals for both long-term and campaign-based projects.
- Developed creative content for social media channels and web, including video storyboards and motion elements, to enhance client narratives across platforms.
- Collaborated closely with creative teams to deliver high-quality design work on tight timelines.
- Contributed to campaign strategy by offering visual input and ideation during early planning phases.

Ogilvy | Gurugram, India

Creative Controller | February 2018 - March 2019

- Oversaw visual direction and execution of campaigns, content creation across digital and print channels for clients such as **KFC India, Philips, and Sprite.**
- Led the development of graphic design concepts, layouts, and production-ready materials.
- Ensured quality control and brand consistency across all visual communications.
- Worked alongside the art director to manage project timelines and maintain creative standards.

Wunderman Thompson (JWT) | Gurugram, India

Creative Supervisor | June 2014 - January 2018

- Managed design, layout, and pre-press for multiple publications and marketing projects.
- Presented creative concepts to internal teams and external clients, contributing to successful campaign pitches for **HeroMoto Corp**, **Pepsico**, **Times of India (Newspaper)**
- Maintained a detailed archive system for efficient design retrieval and brand consistency.
- Encouraged out-of-the-box creative thinking within the design team.
- Provided production support and guidance to internal teams and external vendors to ensure brand consistency and project delivery.



EDUCATION

College if Fine Arts | Kurukshetra, India

Bachelor of Fine Arts (BFA) - Visual Communications and Graphic Design | May 2005 - April 2009

- Specialized in advertising, graphic design, marketing, and visual storytelling.
- Built a strong foundation in design principles, typography, print production, and photography.

Certificate | Cinema 4D & SketchUp

- Learned the basics of 3D modeling and rendering using Cinema 4D.
- Practiced animating 3D objects, applying textures, lighting, and camera angles to bring visuals to life.
- It's a skill I continue to develop to bring more depth and flexibility to my design work.
- Skilled in SketchUp for rapid 3D prototyping, layout planning, and design concept development.



TECHNICAL SKILLS

- Strong knowledge of **Adobe Creative Suite** (Adobe Photoshop, Adobe Illustrator, Adobe InDesign, After Effects, Adobe Premiere Pro, Adobe Lightroom, and Adobe Acrobat)
- 3D Software: **SketchUp**, **Cinema 4D**, **2D Illustration**
- Website design, UI/UX Design (**Figma**, **Adobe XD**)
- HTML5 Animation (**Google Web Designer**)
- Storyboarding for Video & Digital Media (YouTube, Ads)
- Branding, Advertising Campaigns & Print Production
- Strong Typography, Color theory, Infographic
- Collaboration, Critical Thinking, Team work and Time Management
- Visual Communication & Graphic Design
- AI tools Midjourney, Adobe Firefly, Leonardo ai and ChatGPT



KEY STRENGTHS

- **Creative Problem-Solving:** Proficient in developing innovative visual solutions that align with strategic objectives and engage diverse audiences.
- **Strong Communication Skills:** Confident in presenting ideas clearly to clients, core teams, fostering alignment and collaborative success.
- **Ability to Work Independently:** Highly self-motivated and proactive in managing projects from concept to completion with minimal supervision.
- **Attention to Detail:** Diligent in ensuring design accuracy, consistency, and quality across all visual and video content.
- **Committed and Reliable:** Dedicated to delivering exceptional results, meeting deadlines, and maintaining high standards of professionalism.
- **Collaboration & Teamwork:** Value open dialogue, creative input, and mutual respect to achieve shared goals within multidisciplinary teams.
- **Adaptability & Growth Mindset:** Open to feedback and continuously evolving by embracing new tools, technologies, and design approaches.
- **Empathy & Audience Insight:** Design with purpose and sensitivity, creating work that connects emotionally and meaningfully with the intended audience.