

# VIDYA PATEL

*Graphic & Web Design - Social, Package-Print, Motion, Apparel*

10+ years | India - Canada

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## Masara Art House

*Independent Fine Artist & Graphic-Web Designer | Present*

- Created, sold and exhibited fine art paintings, managing the full design-to-print lifecycle.
- Continued retouch and edits of high-res paintings for digital archives, print products, and promotional materials.
- Developed website, brand identity, product packaging mockups, and social assets hands-on.
- Styled and photographed physical artworks for online shop and print marketing.
- Managed social media, content creation, and e-commerce visuals—merging design with strategy.
- Continue creating collection of various theme of paintings, sketches as well as managing freelance design projects.

## MediaCorp. Canada - 2025 | Toronto, CA

*Editorial Designer | Remote*

- Delivered all design work within established deadlines, ensuring accuracy and consistency across project-specific templates.
- Maintained high production standards, reflecting strong attention to detail and alignment with publication quality expectations.
- Retouched and edited high-resolution imagery for internal use, print layouts, and promotional materials.
- Responded to all project communications within 24 hours, supporting a smooth and reliable workflow.
- Incorporated feedback and executed revisions with care, ensuring all updates aligned with project requirements.

## Yonge & Eist - 2024 | Toronto, CA

*Senior Graphic Designer-Lead*

- Led high-volume design production across eCommerce, retail, and print touchpoints for Henry's, Canada's largest camera retailer.
- Retouched and edited large-scale product photography for web, in-store, and promotional use; collaborated closely with internal teams and photographers to art-direct and refine shoots for influencer kits, brand launches, and seasonal campaigns.
- Established and maintained consistent visual systems across digital banners, emailers, store signage, and print collateral.
- Balanced visual storytelling with detail-driven execution while meeting tight production timelines.
- Produced large-format print assets for the agency's in-house gala event WAC – The Wet Gala, including sponsor backdrops and event visuals; resolved low-resolution assets, missing content, and last-minute revisions, and developed supporting social campaign creatives and image sourcing.

## ODL Agency - 2021- 2023 | Mississauga, CA

*Graphics, Web & Package Designer*

- Created package design for Schwarzkopf Prof. and its sub-brands, Authentic Beauty Concept, Joico and a few more translating brand guidelines into tactile, high-end package design, print ready files, editorials, one-pagers.
- Edited and prepared product images for packaging, catalogs, and advertisements—ensuring tone, clarity, and color consistency across platforms.
- Managed dielines, print production, and vendor file prep — aligning closely with manufacturing requirements.
- Retouched product photography, adjusted lighting/shadows, and matched tones for cohesive brand delivery.
- Created bilingual (EN-FR) product catalogues; wireframe and websites for mobile-web using wordpress-elementor, every 2 months different design style as per briefs.
- Created brochure, infographics, social ads, presentation design, print catalogue, stationary folder print design for brands such as Canon, Lagostina, T-Fal, DAHL, SPIRE.

## **Koyoti Inc. - 2019- 2021 | Scarborough, CA**

*Graphic & Web Designer, Print Production*

- Designed packaging, hang tags, and labels for baby apparel products — from concept to print-ready dieelines.
- Retouched and optimized product photography for Shopify and Amazon storefronts, ensuring consistent lighting, fabric detail, and color accuracy.
- Managed heat press files, cut lines, and print setups across various production methods, ensuring precision and quality control.
- Created promotional kits, styled product mockups, and developed visual presentations for wholesale buyers and sales decks.
- Participated in wholesale exhibitions and trade shows: designed booth graphics, produced all printed collateral, and supported booth setup, teardown, and on-site styling.
- Conducted inventory checks, maintained asset libraries, and ensured every product displayed was accurately tagged and visually aligned with brand standards.

*Toronto, CA / 2019-2021*

## **The Speakeasy Agency - 2021**

*Social Media Designer - Remote-Freelance*

- Created vibrant photo-based pop-art graphics and transitioned to polished, product-driven visuals.
- Retouched raw image sets for client campaigns and curated social templates for high visibility content.

## **Mechanisms in Medicines - 2019**

*Motion Graphic Designer - Full-time Contract*

- Designed educational motion graphics using medical illustrations and animated scenes.
- Integrated voiceovers and edited audio to enhance medical research content.

## **Rakuten Kobo - 2019 | Toronto, CA**

*Production Designer - Full-time Contract*

- Created banner ads and e-commerce assets with tight turnaround.
- Optimized product visuals across Amazon and Rakuten – including photo cleanup, overlays, and sizing.

*Mumbai, IN / 2013-2017*

## **Glitch Media (WPP Network)- 2016-2017**

*Senior Graphic Designer*

- Oversaw day-to-day creative operations, task assignments, and client-facing project coordination.
- Worked across brands such as ICICI Bank, Cornetto, and Breezer Vivid, handling everything from pitch visuals to final production design.
- Executed photo retouching, layout design, infographics, and campaign visuals for both digital and print.
- Maintained strict brand standards while managing high-volume design requests under tight timelines.
- Supported photoshoot asset refinement and production-ready formatting for OOH and digital displays.

## **WATConsult (Dentsu Network) - 2015-2016**

*Graphic Designer*

- Designed digital artwork and social campaigns for major brands including Vero Moda, ONLY, Jack & Jones, Warner Bros. India, Tata Consultancy Service, Godrej Interio and many more.
- Retouched fashion product photography for social and eCommerce platforms, ensuring pixel-perfect imagery aligned with each brand's style guide.
- Created layouts, GIFs, emailers, campaign concepts, and presentations with high attention to detail.
- Contributed to new pitch development and cross-departmental campaigns in entertainment, fashion, and retail.
- Supported the production of branded assets for B2C activations and influencer kits across India.

## DancePeople Studios - 2013-2015

Apparel, Graphic Designer, Sales Associate

- Designed performance apparel and seasonal merchandise for dance showcases and workshop series.
- Created visual assets for social media promotions, new class launches, and in-studio marketing.
- Produced branded print materials such as event banners, flyers, and signage for showcases and batch cycles.
- Ensured brand consistency across digital and physical touchpoints while managing multiple fast-paced projects.
- Applied strong color theory, design principles, and original creative direction to connect with the dance community.
- Collaborated with instructors and studio staff, offering design support and on-site assistance during events.

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## Designed brand and marketing assets for a range of global and national brands:

**Toronto, CA.**

HENRY'S – Canada's Largest Camera Store | Canon | Schwarzkopf Professional | IGORA | BlondME | OSIS+ | Session Label | STMNT | JOICO | Deva Curl | Pravana | Authentic Beauty Concept | DAHL | SPIRE | Rakuten Kobo | Mechanisms In Medicines | LostLove Social Club | Baby Nimbus

**Mumbai, IN.**

ICICI Bank | Barcadi Breezer | KwalityWalls - CORNETTO | Godrej - Tyson | Godrej - Interio | Godrej - Vending | NIKON | USHA Appliances | HARD ROCK Cafe | ONLY | VERO MODA | JACK n JONES | Peter England | TATA Consultancy Services | Himalaya - Animal Health | WARNER BROS. India | CROMA - Tata Enterprise | TV channel - COLORS | California Pizza Kitchen | Gover Zampa | The Big Kahuna | BabyCell | He Deodorants | ONE TREE HILL

## Expertise and Skills Knowledge:

### Creative expertise:

Art Direction, Package Design, Print Production, Editorial Design, Motion Graphics, Email Design and Marketing, Web Design, Illustration, Character Design, Data Visualization, Infographics, Brand Identity, Marketing Design, Photo Edit/Retouch, Marketing Design

### Technical skills:

Adobe CC (Photoshop, Illustrator, InDesign, After Effects, XD, Lightroom, Dimensions) Figma, Framer, Wordpress, Elementor, WIX Studio, Square space, Microsoft Office, Artificial Intelligence, Spline, Canva, Loom, Slack, Constant Contact

### Transferable Soft skills:

Design Thinking, Strategic Thinking, Creative Management, Project Management, Turn Around Management, Communication, Leadership, Adaptability, Attention to Detail, Problem-solving, Collaboration, Time management, Client Relations, B2C E-Commerce, Print Production and material knowledge, Research, Multi-tasking, Visual Aesthetics, Self-management, Planning and Organizing, Client Service, Direct Sales, Administration, Consumer Behaviour, Trends, Fast-pace environment, File management, Advertising, FMCG, CPG

### Academic Credentials:

Seneca College 2020  
– Art Fundamentals  
Toronto Film School 2018  
– Graphic Design & Interactive Media  
Indian Institute of Planning & Management (Intergrated. – International Mgt. Institute) 2010-13  
– BBA - MBA (Business & Marketing)

### Art Showcase – Exhibits/Book:

2026 ArtsToHearts Project  
– 101 Art Book : Food Edition (Still Life Painting)  
2025 14 Feb. – Lunar Visions  
– Group Art Show (Physical)  
2024 16-18 Dec. – The HolyArt Gallery  
– Digital Immersive Group Art Show

### Language Skills:

Native: English, Gujarati, Hindi  
Intermediate: French, Korean, Marathi, Sanskrit  
Beginner: German