

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, infographs, 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 dielines.
- 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.

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 | Pravara | Authentic Beauty Concept | DAHL | SPIRE | Rakuten Kobo | Mechanisms In Medicines | LostLove Social Club | Baby Nimbus

Mumbai, IN.

ICICI Bank | Barcadi Breezer | KwalitiWalls - 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-paced 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

(Integrated. – 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