

PARAM SEKHON

UX/UI, WEB, GRAPHIC DESIGNER
GTA based Visual Designer

647 746 0910

param75@gmail.com

www.paramvisuals.com

Mississauga, CA

WORK EXPERIENCE

- **LEDLE MEDIA, Mississauga** | Feb 2019- Present
Animator & Visual Designer (Part Time)
 - Create Custom Animations, Motion Graphics and illustrations.
 - Develop Websites, Design Graphics for Print, Signage and Digital Media.
- **RAINBOW GRAFIX, Canada** | Sep 2018- Feb 2019
Website and Graphic Designer (Full Time)
 - Designed & Developed WordPress Websites, managed content.
 - Prepared print ready files & designed Mock-up for signage.
- **SINGH GRAFIX, Brampton** | Mar 2018 - Aug 2018
Graphic Designer (Contract)
 - Designed Marketing Material for Real Estate Industry (Logos, Business Cards, Feature Sheets, Post Card, Flyers, etc.)
- **WEB PULSE CANADA INC** | 2017 - 2018
UX/UI, Web & Graphic Designer (Freelance)

UX/UI of Mobile App : Pharmacy App, Rupaal Furniture Show-room App, Recipe App, Meeting Management App

 - Conducted user interviews with selected personas, prepared low and hi- fidelity wireframe, style guides, KPI's, Interface & designed the overall flow and framework of Mobile App using all deliverables
 - Presented whole User Interface with attractive mockups & interactive prototype
 - Designed wordpress website & corporate Identity for clients like: Artechs Manufacturing, Ledle Media, Mississauga Suites & Inn, Heritage Windows, H&M Woodwork, Real Estate Agents
- **INTERCONNECTIVE Ltd, UK** | 2003 - 2017
Visual Designer (Remote staff)
 - Designed Interface, web banners & managed web content
 - Created e-brochures, product presentations & collateral material.
 - Successfully delivered all designs & worked collaboratively with UK team and consistently met project deadlines
- **THE OXFORD SCHOOL, Dubai** | 2007 - 2015
Creative Digital Designer (Full-Time)
 - Computer Teacher, Member of IT Department & ICT Club
 - Designed Invites, Newsletters, Concert Presentations
- **DUBAI (NET-COM, TECHNO AXIS, WEST POINT NEONS)** | 2002 - 2006
Website & Graphic Designer
 - Designed Website, Collateral Material & Graphics for Signage

PROFILE

I'm a Visual designer with broad range of experience in multiple areas of digital & print media.

My background as a Web & Graphic Designer allows me to create logical, intuitive, user-centered interface with impressive visuals that delight, engage and simplify communication between end-users & developers.

SKILLS

- ★ INTERFACE DESIGN
- ★ INTERACTION DESIGN
- ★ VISUAL DESIGN
- ★ CORPORATE BRANDING
- ★ MOTION GRAPHICS
- ★ WEBSITE DESIGN
- ★ SIGNAGE DESIGN
- ★ ICONS & TYPOGRAPHY
- ★ WIREFRAME (Low-Hi)
- ★ PROTOTYPING
- ★ USABILITY (A/B Testing)

TOOLS

ADOBE CREATIVE SUITE
(Photoshop, Illustrator, InDesign)

SKETCH

INVISION

FIGMA

AFTER EFFECTS

WORDPRESS

Basic HTML & CSS



PRINT



WEB



Mobile APP

EDUCATION

- UX/UI DESIGN- Career Foundry (2016)
- Commercial Arts - Delhi (1993-1996)
- Multimedia - AIT, Delhi (1998)
- Web Design - STG, Delhi (1999)