Ritu Kondal

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SUMMARY

Creative and versatile Graphic & Web Designer with a strong background in designing digital, web, and print materials. Experienced in crafting professional websites, logos, marketing collateral, office stationery, and client pitch decks that align with brand identity. Skilled in developing and managing email campaigns via Mailchimp and HubSpot, and proficient in WordPress, HTML, and CSS. Expert user of Adobe Creative Cloud, including Photoshop, Illustrator, InDesign, Premiere Pro, and After Effects, with a keen eye for detail and consistency.

TECHNICAL SKILLS

Design Tools & Software: Adobe Creative Cloud (Photoshop, Illustrator, InDesign, XD, Premiere Pro, After Effects, Dreamweaver) • Figma • Canva

Design Capabilities: • Wireframing & Prototyping • Web Mockups • UI Design • Presentation Design • Print Media Design • Office Stationery • Social Media Graphics • Illustrations & Infographics

Core Design Principles: • Typography & Branding • Color Theory • Visual Storytelling

Web Technologies: • HTML • CSS • jQuery • Bootstrap • WordPress

User-Centered Design & Strategy: • User Research • Information Architecture • Design Systems

Marketing & Analytics:
• Email Marketing – experience with Mailchimp, HubSpot
• SEO Principles – applying basic on-page SEO in design

PROFESSIONAL EXPERIENCE

Armour Group Inc., London, ON, CA
Marketing & Graphic Designer, *July 2023 – Oct 2024*

- **Print Projects:** Designed a wide range of print materials—including brochures, flyers, business cards, posters, banners, event collateral, price sheets, and catalogs—for sales and marketing use, ensuring visual consistency and brand alignment using Adobe InDesign, Illustrator, and Canva to support promotions and enhance brand presence.
- **Digital Projects:** Created a range of digital assets, including social media graphics, web banners, infographics, pitch decks, and email newsletters, ensuring brand consistency and effective communication to support marketing campaigns, resulting in a 35% conversion boost and enhanced engagement across digital channels.
- **Video Production:** Transformed static PDF training materials into interactive videos using Adobe Premiere Pro, After Effects, and SundaySky, enhancing the clarity of complex information, significantly improving dealer engagement and knowledge retention, and contributing to a 15% increase in sales in the following quarter.
- **Branding:** Designed distinctive logos for new product lines, thereby elevating brand credibility, ensuring cohesive presentation, and supporting clear product differentiation across all channels.
- **Web Content Management:** Updated website content to ensure accurate and timely information was available to customers, which improved user trust and engagement, supported marketing campaigns, enhanced SEO performance, and maintained a consistent brand presence across all digital platforms.

Mitybilt Products Inc., Winnipeg, MB, CA
Marketing & Graphic Designer*, Oct 2022 – Mar 2023*

- **Web Design & Development:** Collaborated with the development team to design and deliver visually attractive, user-friendly websites optimized for both mobile and desktop experiences. Created custom HTML and CSS code for HUSH Acoustics' new website to enhance design and functionality.
- **Social Media & Digital Marketing:** Worked with the social media team to produce visually compelling marketing collateral, animated graphics, and videos consistent with brand guidelines using Adobe Creative Suite, contributing to a 25% increase in social media engagement and helping strengthen the brand's online presence.

- **Print Design:** Created and maintained a variety of print marketing materials—including price sheets, business cards, brochures, flyers, event banners, posters, and catalogs—using Adobe InDesign and Illustrator, supporting a 20% growth in promotional material effectiveness and brand visibility at events.
- **Email Marketing:** Designed email newsletters for dealers and educational institutions using Mailchimp and Photoshop, ensuring engaging design and improved dealer interactions..

Ditstek Innovations Pvt. Ltd, Chandigarh, India
Web & Graphic Designer,, *Apr 2018 – Nov 2019*
- Design visually engaging and user-friendly websites that align with client branding and objectives using Adobe Photoshop and Illustrator.
- Creating wireframes, mockups, and prototypes with Adobe Creative Suite to present concepts and refine designs based on feedback.
- Designing banners, pitch decks, and social media posts using Adobe Illustrator and Photoshop to effectively engage audiences and enhance brand visibility.
- Developed and coded responsive websites, integrating HTML and CSS using Adobe Dreamweaver, ensuring clean and efficient code for seamless functionality and cross-browser compatibility.

DezignSuite, Chandigarh, India
Web & Graphic Designer*, Jun 2016 – Sept 2017*
- Designed mockups and prototypes for client websites using Adobe Photoshop and Illustrator, ensuring a visually appealing and user-friendly experience.
- Converted design mockups into clean, responsive HTML and CSS code using Adobe Dreamweaver and Bootstrap for seamless implementation.
- Created unique logos and branding elements for new clients to establish a strong visual identity.
- Designed and developed website banners and promotional graphics to enhance user engagement.
- Updated and maintained website content using WordPress and CMS platforms, ensuring accuracy and consistency.

EDUCATION

Interactive Media Management Interaction Design, Jan 2022 - Aug 2022
CONESTOGA COLLEGE, DOON CAMPUS, ONTARIO - Post Graduation
Project Management, May 2021 - Dec 2021
CONESTOGA COLLEGE, DOON CAMPUS, ONTARIO - Post Graduation
Information Technology, Jun 2008 - May 2012
PUNJAB TECHNICAL UNIVERSITY, PUNJAB, INDIA - Bachelor's Degree

PORTFOLIO

https://www.behance.net/ritukondal2c51
https://ritukondal.com/