Graphic & Marketing Designer

+1-437-331-1125   Ritukondal.com   Waterloo, ON,CA

RITU KONDAL

ABOUT ME

Creative and versatile Graphic & Web Designer with a strong background in designing digital, web, and print materials. Experienced in creating 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

EXPERIENCE

Creative Designer   July 2025 – Oct 2025
CPCS Transcom Ltd.

- Designed and polished high-value proposals and bids for major transportation clients, including Toronto Transit Commission (TTC), Transport Canada, TransLink, Metrolinx, VIA Rail, Caltrain, Hitachi Rail, and Amtrak, helping advisory consultants present complex strategies with clarity and impact.
- Built custom PowerPoint templates, reports, and infographics that transformed technical data into clear visuals, making consultant deliverables more engaging and client-ready.
- Produced brochures, event materials, and sector-focused marketing collateral that reinforced CPCS's credibility and strengthened its positioning in competitive transportation bids.
- Developed digital graphics and responsive web content (LinkedIn visuals, banners, newsletters) that expanded CPCS's online presence and improved engagement with stakeholders.
- Designed and edited promotional videos, adding motion graphics and GIFs that brought CPCS's work to life, using Adobe After Effects, Adobe Premiere Pro, and Canva.
- Created social media graphics and short videos to support proposals, thought leadership posts, and campaign content, making complex infrastructure topics more visual and engaging across LinkedIn and other platforms.

Marketing & Graphic Designer   July 2023 – Oct 2024
Armour Group Inc.

- **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.

Marketing & Graphic Designer   Oct 2022 – Mar 2023
Mitybilt Products Inc.

- **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:** Designed day-to-day social media posts, product graphics, and short-form promo videos (Reels and Stories) to support launches and ongoing marketing campaigns, working closely with the marketing team to keep content on-brand and consistent.
- **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.

Web & Graphic Designer   Apr 2018 – Nov 2019
Ditstek Innovations Pvt. Ltd

- 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.

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, Bachelor's Degree
Jun 2008 – May 2012
PUNJAB TECHNICAL UNIVERSITY, PUNJAB, INDIA