



# SIYANE SARAVANAMUTHU

## CONTACT

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## EDUCATION

Design & Computation Arts  
BFA, Concordia University  
2012-2015

Publication Design &  
Hypermedia Technology  
DEC, John Abbott College  
2009-2012

## SOFTWARE

Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe Premier Pro  
Adobe After Effects  
Microsoft Office  
Figma  
AI (Chat gpt + Sora)  
Hubspot

## SKILLS

Graphic & Digital Design  
Typography  
Layout Design  
Video Editing & Animation  
Illustrations

## VOLUNTEER

Mentor (Big Sister)  
Big Brothers Big Sisters  
2017-2022

## WORK EXPERIENCE

### D-BOX Technologies | Senior Graphic Designer | July 2023-Present

- Interpreting project briefs to understand objectives and needs
- Creating original and innovative visual designs
- Developing and executing design projects from concept to completion with minimal creative direction
- Leading ideation and visual storytelling for campaigns, branding, and marketing materials
- Participating in creative meetings and brainstorming sessions
- Coordinating with printers, vendors, and internal departments to ensure accurate production and timely delivery
- Managing and collaborating with freelancers for various productions
- Ensuring consistency and alignment with brand guidelines across all design deliverables
- Developing and maintaining the social media content calendar, including planning, coordinating, and scheduling posts for all platforms

### Talent.com | Senior Graphic Designer | November 2022-April 2023

- Develop proactive ideas and innovative creative solutions that address brand and business goals
- Lead concept and design for all marketing channels, including assets for social media and digital marketing efforts
- Create marketing tools and documents, including sales presentations
- Support the integration of the company's visual language, including iconography, typography, visual hierarchy, brand expression, and motion that align with the art style of the brand

### Goodfood | Senior Graphic Designer | October 2020-November 2022

- Design brand aligned marketing assets for digital, web and print
- Support the Marketing Art Director in creative direction and ensuring brand consistency across all channels
- Assist Marketing Art Director with creative strategies for marketing campaigns

### Hatley | Senior Digital Designer | September 2019-October 2020

- Design and integrate wireframes and assets for homepages and landing pages
- Creatively brainstorm, plan and execute seasonal website changes that best reflect both the brand's and the customer's desires
- Design and integrate emails, newsletters and other digital marketing assets
- Design content for social media platforms

### Suzy Shier Inc | Senior Graphic Designer | September 2017-September 2019

- Designed and integrated emails, newsletters, web banners, landing pages and other digital marketing assets into their respective platforms
- Designed content for multiple social media platforms
- Ensured that all marketing materials followed the brand's guidelines and tone

### Groupe Dynamite | Web Graphic Designer | November 2016-December 2017

- Design all marketing material for homepages, including banners and landing pages and produce all designs for email and newsletter marketing
- Design brand-aligned assets for all social media and other digital assets

### MEDISCA Pharmaceutique | Graphic Designer | November 2014-November 2016

- Design all digital material such as web banners, emails and web icons
- Design brand aligned assets for all social media platforms
- Produce brand aligned print material