

DIL HUNDAL

SR. GRAPHIC DESIGNER

PHONE (647) 504-8618

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www.dilhundal.com

PROFESSIONAL PROFILE

Innovative design professional with 15 years experience, completing a wide scope of print and web projects from conceptualization to delivery, on time and within budget. Proven ability to execute creative briefs, offer consulting and guidance to clients, and adapt to changes. Adept at learning new software and researching for personal development. Client-need fulfillment is top priority.

EXPERTISE

- » Branding
- » Package design
- » Art direction
- » Website builders
- » UX/UI
- » Preflight file prep
- » Social media graphics
- » Mockups

TECHNICAL SKILLS

- » Adobe Photoshop, Illustrator, InDesign, Dreamweaver
- » Wordpress and template-based website builders
- » HTML-5, CSS+, Bootstrapping
- » Prepress/printing specifications, proofing, sign-off, and delivery
- » Illustration

PROFESSIONAL EXPERIENCE

■ Art Director, Graphic and Web Designer Sweet India Restaurant, Mississauga, ON

2014 - Present

A community-staple restaurant offering frozen and pre-packed foods, online ordering, pop-up shops, and on-site food truck services. A recent rebranding and makeover altered public perception, broadening the target demographic, ultimately boosting sales.

- » Leading art direction, concept creation, design, layout, delivery and brand consistency across all marketing
- » Effectively communicating and coordinating with printers, vendors and suppliers to maintain brand quality
- » Designing window clings, event banners, promotional posters, flyers, and social media graphics
- » Created digital menu board designs compliant with SCALA software and continue to update monthly
- » Directed and executed rebranding to compliment restaurant redesign, including logo, colour palette, signage, stationery, staff uniforms, and extensive brand style guide
- » Redesigned website in Wordpress and Divi, focusing on mobile capability and online ordering, generating increased daily traffic
View here: <http://www.sweetindia.com>
- » Updated take-out packaging, including bags, boxes, sticker labels, retail tags, and tissue wrap; noted by manufacturer, [Progress Luv2Pak](#), as one of their favourite packaging designs of the year
- » Directed food styling, photography and videography for print menus and digital menu boards

■ Graphic and Web Designer Digital Generations Brampton, ON

2021

A tech-education non-profit organization aimed at teaching seniors how to navigate the online space to improve quality and ease of life.

- » Executed brand identity including logo, colour palette, business cards stationery and promotional materials
- » Analyzed company research data for information to include in proposals, then created editable file for employees to populate as needed
- » Designed promotional materials for conferences, including booth wrap and vinyl banners, pamphlets, feedback cards, and ads in various publications
- » Coordinated social media campaign to promote conference awareness resulting in 2000+ visitors to inaugural booth, with 300 seniors signing up for classes

■ Graphic and Web Designer Gill & Co. Chartered Accountants, Mississauga, ON

2018

A mid-sized accounting firm serving the GTA, specializing in corporate clients.

- » Designed branding including logo and colour palette with subsequent business cards and stationery
- » Created new website focusing on services offered and staff bios
View here: <http://www.gillandco.ca>
- » Conceptualized promotional materials including coffee mugs, pens and team shirts
- » Successfully coordinated with print vendor to create custom audit folders with business card inserts

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PROFESSIONAL EXPERIENCE (CONTINUED)

■ Art Director, Graphic and Web Designer 2010 - 2018

Atrend USA Inc., Chicago, IL, USA

An "INC. 5000" noted US-based company specializing in speaker boxes, car audio, and accessories, with global offices and distribution.

- » Successfully collaborated with development team, sales department and management to execute a wide range of design projects while maintaining brand styling and integrity
- » Updated branding for parent company and three subsidiary brands, and created style sheets for each
- » Designed and produced 30+ page product catalogues and dozens of product one-sheets
- » Redesigned packaging for speaker wires, cables, speakers and woofers
- » Produced proposals and pitch decks for sales teams, customized to represent relevant world region

■ Junior Art Director and Graphic Designer 2008 - 2010

Zeppelin Communications & Design, Toronto, ON

A design studio working on large scale projects for prominent national brands.

- » Conceptualized and executed advertising campaigns under the lead of Creative Director
- » Published step-by-step CMS manuals for clients and offered support via email and phone
- » Created imagery, icons and mockups for tourism website under the lead of Senior Art Director
- » Researched, interviewed and hired candidate for outsourced video creation
- » Directed video editor and interns on projects through to successful completion
- » Maintained and updated content for numerous websites on monthly basis

EDUCATION

■ Humber College Institute of Art & Design, Toronto, ON 2007 - 2008

Program: Graphic Design for Print and Web

Focus: Print Production, Typography, HTML/CSS, Design Principles, Prepress

■ Zeppelin Communications & Design, Toronto, ON 2008

Internship - Graphic Designer

PROFESSIONAL DEVELOPMENT

- » Completed tutorials in Adobe Photoshop, Illustrator and InDesign to update practical skills and workflow
- » Learned to use Adobe Premiere Pro at an intermediate level to edit short videos for a client's social media
- » Attained intermediate skills in Filmora to edit and produce family videos
- » Continued practice on multiple instruments, using Ableton Live Studio to produce music as a hobby