

Shruti Karthikeyan

GRAPHIC & BRAND DESIGNER

Burnaby, BC.

VIEW PORTFOLIO

PROFESSIONAL SUMMARY

Detail-oriented and solutions-driven Graphic Designer with experience creating bold, illustration-led posters, visual identities, and print-driven layouts for community events and cultural organizations. My work focuses on expressive storytelling, strong typography, and memorable visual systems across both print and digital.

Skilled in Adobe Creative Suite with strong production skills and experienced in delivering multi-scale assets for community events, festivals, and national brands. Organized, collaborative, and especially energized by creative environments where thoughtful design directly shapes the experiences people have.

WORK EXPERIENCE

Junior Graphic Designer (Contract)

Box Concepts Food Group/WB Franchising Ltd.

August 2025 - Present

Surrey, BC

Brands: Wok Box, Firecrust Pizza, Chubbs, Tu Taco

- Conceptualized and illustrated an original brand mascot for Wok Box, defining the character identity, visual style, and brand personality implemented across 120+ franchise locations in Canada.
- Designed brand collateral including staff T-shirt apparel graphics, menus, signage, packaging, business/gift cards, billboards, posters, and wall graphics for new stores.
- Created digital ad campaigns, motion graphics, Instagram content and videos, increasing brand visibility across social and in-store digital screens.
- Produced production-ready print and digital files with correct sizing, bleeds, colour modes, and export formats, while collaborating with the in-house creative team to ensure accurate, consistent, and on-brand multi-format delivery.

Brand and UI Designer (Contract)

Capilano Courier

June 2025 - August 2025

North Vancouver, BC

- Redesigned the publication's website interface to enhance visual hierarchy, readability, navigation flow, and responsive layout, aligning all digital touchpoints with editorial brand identity and accessibility standards.
- Planned information architecture, content structure, and page-level UX flow to improve clarity, usability, and audience engagement across desktop and mobile.
- Designed branded, reusable UI templates and component systems in Figma (typography scale, spacing, grids, and styles) to ensure scalable, consistent, and future-proof digital design updates.

Visual and Packaging Designer (Internship)

Cocoa Passion Artisanal Chocolates

February 2025 - June 2025

Vancouver, BC

- Developed the complete visual identity system including brand palette, typography standards, layout rules, illustration direction, and branded asset library to ensure consistent application across packaging, print, and digital.
- Designed six seasonal packaging collections including dielines, illustration-led concepts, and production-ready layouts, delivering a cohesive multi-SKU packaging system with premium brand positioning.
- Designed and built the branded Shopify website, applying visual merchandising, layout structure, and product presentation standards to strengthen user experience.
- Produced a full suite of branded marketing assets including storefront banners, posters, business cards, and Instagram content to drive cohesive brand visibility across physical and digital touchpoints.

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EDUCATION

Sep 2021 - June 2025

IDEA School of Design,

Capilano University, North Vancouver, BC

*Bachelor of Design in Visual Communication
- Branding Concentration*

Awards:

CAPIC Rodeo 16 2nd Place Illustration
"Sea's Symphony"

CAPIC Rodeo Top 10 Illustration
"The Plague's Fury"

CAPIC Rodeo Top 10 Illustration
"The Introspect"

Dean's List x 8, Merit's List x 2

SKILLS

Visual Design:

- Branding & Identity Systems
- Poster Design & Illustration
- Character Design & Event Graphics
- Layout Design (editorial, print, digital)
- Typography & Visual Hierarchy
- Colour Development
- Social Media Graphics (static + animated)
- Print Production & File Prep
- Motion Graphics (campaign-focused)
- Photography & Video Editing

Digital & Interactive:

- UI/UX Visual Design
- Wireframing & Prototyping
- Information Architecture • Journey Maps
- Responsive Layouts
- E-commerce & Web Design (Shopify, Webflow, Squarespace, Framer, WordPress, GitHub, Visual Studio Code)
- Social & Digital Campaign Assets
- Web, Email & Digital Ad Design

WORK EXPERIENCE (continued)

Digital and Marketing Design Assistant

Heights Merchants Association

May 2024 - August 2024

Burnaby, BC

- Designed and executed branding and marketing campaigns for major community events including Hats Off Day, Crave the Heights (food festival), Halloween on the Heights, Deck the Heights, and Lunar New Year, contributing to a significant increase in engagement and over 60,000 event attendees.
- Produced motion graphics, digital ads, posters, annual reports, and event signage across transit, social media, and print, ensuring brand consistency.
- Captured live event photography and designed on-site content (animated posts, stories) to enhance community presence and drive engagement across social platforms.

Freelance Graphic and Web Designer

Shruti Karthikeyan Creative

September 2022 - Present

Burnaby, BC

- Commissioned to design the full brand identity and hero poster for the 2026 Hats Off Day event, developing illustration, layout, and multi channel assets for one of Burnaby Heights largest annual festivals.
- Led 22+ branding, packaging, illustration, photography, and web design projects for small businesses and independent clients.
- Produced a nine foot by three foot interactive mural for Capilano University that attracted more than two hundred students during a campus wellness event.

Editorial Illustrator

Capilano Courier

September 2022 - June 2025

North Vancouver, BC

- Illustrated concept driven artwork for multiple print issues, supporting editorial storytelling and strengthening the publication's visual identity.
- Collaborated with the production team to refine illustration standards, colour palettes, and layout consistency across the print edition.

Freelance Event and Brand Photographer

Shruti Karthikeyan Creative

May 2022 - Present

Burnaby, BC

- Photographed university events, symposiums, and student engagement activities, producing branded visual content for newsletters and social media.
- Delivered product and lifestyle photography for small businesses, supporting their marketing, e commerce presence, and digital campaigns.

Contract Illustrator

Creative Mornings Vancouver

April 2022 - December 2023

Vancouver, BC

- Illustrated monthly guest speaker portraits for collectible event postcards, becoming one of the most requested event takeaways with 250+ cards picked up by attendees and contributing to stronger audience engagement.

Lead Graphic Designer and Creative Director

Prank Club, Capilano University

February 2022 - June 2025

North Vancouver, BC

- Led the visual identity, branding, and creative direction for the student club, designing graphics, posters and merchandise used to promote events.
- Managed the club's Instagram presence by designing weekly content and campaign visuals that increased engagement and student participation.

Fine & Applied Arts Representative

Capilano Students Union

November 2022 - June 2025

North Vancouver, BC

- Advocated for 12700+ students including those in the Fine and Applied Arts Faculty by addressing program needs, securing paid creative opportunities, and designing a university-wide TV display to highlight student design and illustration work.

SKILLS (continued)

Print Production:

- Large-format setup for posters, banners, wayfinding & event décor
- Accurate CMYK prep (bleeds, trim, dieelines) + installation-ready files
- Print-ready exports for outdoor, vinyl, fabric & environmental graphics
- Detailed spec + measurement checks for reliable production
- Resizing & multi-size adaptation across festival campaigns

Collaboration & Communication:

- Clear Communication
- Highly Collaborative
- Detail-Driven
- Creative Problem Solving
- Adaptable in Fast-Paced Environments
- Positive, Growth-Focused Mindset
- Highly Organized & Detail-Oriented

TOOLS & PROGRAMS

Design & Marketing Tools:

- Adobe Illustrator • Adobe InDesign,
- Adobe Photoshop • Adobe Lightroom
- Adobe After Effects • Adobe Premiere Pro
- CapCut • SVGator • Blender • Cinema 4D
- OctaneRender • Canva • Procreate
- Sketch • Mailchimp • ComoSense
- Google Analytics • Meta Ads Manager

UI/UX Design:

- Figma • FigJam • Framer • Anima
- Webflow • WordPress • Shopify
- Squarespace • Wix • HTML / CSS
- Javascript • VS Code

Generative-AI & Emerging Tools:

- Adobe Firefly • Adobe Express • Relume
- Canva Magic Studio • Midjourney
- DALL-E • Stable Diffusion • RunwayML
- Luma AI • ChatGPT • Gemini • Perplexity

Organization & Collaboration:

- Asana • Notion • Dropbox • Google Drive
- Slack • Miro • Monday.com
- Microsoft 365 (Word, Excel, PowerPoint)