

## SUMMARY

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8 years at bigDAWGS, a 16 person print and NFC company, growing from design intern to Head of Design. Led a team of 4, launched a SaaS product, built three online stores and directed 7 award winning pieces.

## EXPERIENCE

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### Head of Design

*bigDAWGS, Greater Toronto Area | Nov 2022 – Jun 2026*

Led 4 (2 graphic designers, a content creator, a social media and SEO specialist) plus 2 Seneca interns a semester.

- **Launched punch.ninja**, link pages for our NFC products: chose LinkStack with our CEO, designed the plans and custom pages. 10+ clients in its first month, including Print Three, Fujifilm and Delta Air Lines.
- **Designed an NFC tap to give plaque** and a cheaper way to make it (hot lamination, automatic die cutting). Its promo video helped win a volume order from Church Unlimited, a multisite church in Texas.
- **Directed the rebrand and website redesign**: a Figma design system (17 semantic tokens, a component library) and a wired prototype, approved by the CEO.
- **7 FSEA Gold Leaf Awards in 2026** (2 Gold, 2 Silver, 3 Bronze) for pieces I designed or directed.
- **Chosen by Konica Minolta in 2025** to train its new regional trainer on the MGI JetVarnish 3DS.
- **Brought AI tools into bigDAWGS' daily production**: Midjourney, Gemini and Higgsfield.

### Design Lead

*bigDAWGS | Jan 2021 – Oct 2022*

- **Took over the Creative Director's role**: design direction, client work and the Seneca intern program.
- **Led stickerbash.com** (brand, Figma design, live price calculator) and taught the team to build in WordPress.

### UX/UI and Web Designer

*bigDAWGS | Jan 2020 – Dec 2020*

- **Redesigned and built bigdawgsgreetings.com** from customer data, personas and Adobe XD prototypes, so people shop by occasion. Designed the Express app for iOS and Android and brought in Figma.

### Visual Designer

*bigDAWGS | Jan 2018 – Dec 2019, after a design internship from Nov 2017*

- **Designed and built canadatype.com** (credited in its launch post) and bigdawgsexpress.com, a store for custom video books with a 4 step order flow. Ran prepress for every product line.

## FREELANCE

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**Brand Designer**: logo and brand guidelines, live on stratuscomfort.com

*Stratus Comfort | Mar 2025 – May 2025*

**Visual Designer**: investor decks and communications

*Simply Group Financial | Jan 2021 – Sep 2022*

## SKILLS

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**Product and web**: user flows, wireframes, prototyping, information architecture, design systems, WordPress

**Brand and print**: brand systems, art direction, packaging, dielines, prepress, foil and raised UV, Pantone, NFC

**Tools**: Figma, Adobe XD, Illustrator, Photoshop, InDesign, Premiere Pro, After Effects, Midjourney, Antigravity

## EDUCATION

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**Advanced Diploma, Graphic Design**

*Seneca Polytechnic, Toronto | 2015 – 2017*

**Bachelor of Computer Application, Information Technology**

*Sardar Patel University, India | 2011 – 2014*