VIREN BISEN

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SUMMARY

A highly skilled and creative graphic designer with over three years of cutting-edge industry experience. I am proficient in utilizing industry-leading design softwares and techniques. I possess a keen eye for detail and a deep understanding of design principles. My expertise includes branding, logo design, layout creation, and typography and effective communication. Collaborative and adaptable, I excel in fast- paced environments. I adapt to any tool and bring out the highest output technology can offer by bridging traditional design principles with cutting-edge automation tools such as Generative AI, Gemini and Higgsfield.

INDUSTRY TOOLKIT

- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Premiere Pro
- After Effects
- Figma
- UI/UX Research
- Copywriting
- Social Media Management
- Brand Identity Design
- Presentation Design
- Website Design
- Production Design | Video & Print/Digital
- Account Management
- Breeze
- Mailchimp
- Hubspot
- Ms Office
- Google/Meta SEO & Digital Marketing
- Higgsfield AI Video Generation
- Agentic AI
- Gemini/Chat GPT/Agentic AI

WORK EXPERIENCE

GRAPHIC DESIGNER/GROWTH MARKETER , TARIO VENTURE INC. | APRIL 2026 - OCTOBER 2026

Tario Ventures, a privately held investment group focused on building and scaling consumer brands, it is situated in Toronto, Canada.

- Worked as an In-house designer and marketer for a plethora of Men's grooming brand under Tario ventures such as Rockwell Razors, TryFine Accoutrements, Castle Forbes, Colonel Conk and many others. Rockwell Razors being their primary brand with a massive foothold in the Canadian Market.
- Planned and executed Marketing Campaigns across the digital space including Google, Meta, TikTok, Instagram and raw organic search ads.
- Provided packaging designs for Razors, Aftershaves, Colognes, Razor blades.
- Provided responsive website designs and recreated them on Shopify using native builder and custom HTML/CSS.
- Designed and produced all manner of Digital Marketing materials such as Emails, Digital Ads, Video Ads, Instagram reels, products showcase and sizzle reels.
- Liaison with content creators to discus sponsorship deals and managed our consumer facing accounts. Provided video scripts and copy instructions for social media content.
- Worked and managed Claude Code virtual agent to optimize and streamline tasks and constantly improved its context using detail information and prompt directions.

GRAPHIC DESIGNER , NGEN COMMUNICATIONS | JULY 2023 - MARCH 2026

Founded in 2005, NGEN is a highly creative agency in the Real Estate industry, servicing clients and developing ingenious marketing campaigns for them.

- Worked in an extremely face paced agency juggling multiple projects and clients simultaneously.
- Catered to high-end clients such as, Countrywide Homes, Woodbine Entertainment, Midea, Brookfield, Orchard Point, Regal Crest, Townwood Homes, and Condor Properties.
- Developed entire brands from scratch - from Logos to Brand Style-Guides, PPC Display Ads, Marketing Campaigns, and even Website designing.
- Produced productions assets for clients - such as A-Frames, Pull-up banners and Billboards, digital and print brochures and community catalogues.
- Prepared and pitched presentations to and for clients, communicating ideas and campaigns.
- Managed multiple Social Media accounts for clients and provided with time and cost estimates for each month while strictly adhering to the estimates ensuring benefit to both client and the company.
- Provided Motion creatives such as animated stories, reels and creative carousels to clients.

BILDHIVE | IN HOUSE SALES & MARKETING SOLUTION (NGEN VERTICAL)

- Bildhive is an In-house marketing solution that NGEN provided to real estate clients to manage their home listings, Closing contracts, CMS etc.
- Designed and Built Eblasts, Marketing Automation campaigns, Data management deliverables.
- Setup Site plans with over 200 lots, each housing corresponding informations such as Pricing, square footage, exterior finishes, architectural rules, relevant models that can be built on each lots etc.
- Cut thousands of floor-plan images with relevant floor-plan packages to provide customers with all the information they'd require to purchase a house.
- Worked closely with programmers to analyze and improve Bildhive by providing painpoints and proposed features to improve its functionality

FREELANCE DESIGN

- Freelance design services included website designs, Print Production creatives such as A-Frames and Skid-Signages, Wallboards, Pull-up banners, brochures, Direct Mailers for Real Estate clients and digital marketing agency such as NGEN and CherryTree Agency
- CherryTree has many clients over different verticals, I designed Flyers, print creatives, logo designs, brand guidelines, brochures and vehicle signages.
- Provided creatives, digital and print production assets for real estate clients. These include digital ad-sets, site plans, signages, interior spec files, digital home model catalogues for marketing etc.
- Cut thousands of floor-plan images with relevant floor-plan packages to provide customers with all the information they'd require to purchase a house.
- Managed Social Media content including editing drone footage for community showcase videos and standard social media calendar proposals for engagement

INTERNSHIP IN SALES & MARKETING, AMAR UJALA | NOVEMBER 2018 - JANUARY 2019

Founded in 1948, Amar Ujala is one of India's leading Hindi newspapers with 22 editions in 179 districts in 6 states and 2 union territories. With a total daily readership of 47 million, making it one of the most widely read broadsheet newspapers in the country.

- Conducted research to identify market opportunities, trends and challenges for clients on relevant campaigns, initiatives and Government Tenders.
- Developed data and spreadsheets for potential customers, understanding market needs and providing appropriate editorials space and page for maximum exposure.
- Social Media Management - worked closely with the operations team to provide for their social media campaigns on their various social media platforms. Also provided copy for blogs and descriptions for their Digital App launch.

EDUCATION

B.A (HONOURS) ENGLISH | DELHI UNIVERSITY **2019 GRADUATE**

PGAD GRAPHIC DESIGN | HUMBER COLLEGE **2023 GRADUATE**