

# Aakriti Sehrawat

Creative Multimedia Designer with 2+ years of experience creating visuals that bring brands to life. Skilled in building brand identities, marketing assets, apps and websites, motion graphics, and video content, while managing social media and campaigns across agencies, e-commerce brands.

## EXPERIENCE

### Multimedia Designer

LPS Athletic, Jan 2025 - Present (co-op) *Toronto, ON*

- Led graphics and seasonal campaign designs, **boosting digital engagement by 35%**
- Designed marketing collateral, **merch, and web pages** aligned with brand strategy.
- **Shot and edited video content** for reels and YouTube to increase social reach and brand visibility.
- Pushed design consistency while experimenting with layouts and content formats.

### Graphic Designer (View Case study)

Imagimake, May 2024 - Aug 2024 *Mumbai, IN*

- Designed **product packaging and A+ content pages** for Amazon listings to improve visibility and conversion.
- **Shot and edited instructional videos** for newly launched educational toys, aligning with user needs and brand voice.
- Created **illustrated instruction manuals** to simplify learning and boost product usability.
- Collaborated across sprints, ensuring feedback-ready versions weekly and meeting tight production deadlines.

### Graphic Designer

Myra Multimedia, Jan 2023 - Sept 2023 *Mumbai, IN*

- Designed **visuals for campaigns** with brands like Spotify, Amazon, Disney et.
- Increased brand engagement **by 28% with compelling graphics and illustrations**
- Created **brand identities** and contributed to brand guideline docs.

## EDUCATION

- **Humber polytechnic** *Toronto, ON*  
Diploma in Multimedia Design & Development
- **Mumbai University** *Mumbai, IN*  
Bachelor's in Arts

## CONTACTS

Toronto, ON

[Linkedin](#) | [Portfolio](#) | [Behance](#)

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## SKILLS

- **UI/UX:** Wireframing, User testing, Prototyping, User Flows, Figma, Webflow, Responsive Design, Visual Hierarchy, Typography, HTML/CSS & JavaScript
- **BRANDING:** Brand Identity, Campaign Graphics, Apparel Design, Layout & Composition, Color Theory, Cultural Aesthetics, Brand guidelines, Visual Storytelling.
- **MOTION & VIDEO:** Motion Graphics, Video Editing, After Effects, Premiere Pro, Storyboarding, Animation, Reels + YouTube Content, Instructional Video Production.

## CERTIFICATE & ACHIEVEMENTS

- **Dean's List**, Humber College (2023–2025) Recognized for academic excellence in the Multimedia Design & Development program.
- **Best Original Screenplay & Video Editing Award** Selected by professor for standout storytelling and editing in a pitch video project (2025).
- **LinkedIn Learning – JavaScript Essentials** Completed foundational training in JavaScript for UI/UX collaboration and interactive design.
- **LinkedIn Learning – Remote Work Foundations** Certified in professional remote work ethics, communication, and productivity strategies.
- **Udemy – Graphic Design Masterclass** Trained in brand identity, layout, and composition techniques for digital + print assets.

## TOOLS

- Figma
- Adobe Illustrator
- Adobe Photoshop
- Adobe After Effects
- Adobe Premiere Pro
- Adobe Audition
- Miro
- Procreate
- Framer & Webflow
- HTML / CSS
- Midjourney

## PROJECTS

### **Spoiler Alert** - [View case study](#)

**Branding | Pitch video | Video editing**

- Concept for a grocery-tracking app that alerts users before food expires and suggests recipes.
- Designed the logo, app UI, and motion-based pitch video.
- Focused on visual storytelling, sustainability, and approachable branding.

### **Imagimake** - [View case study](#)

**Packaging | Instructional videos | A+ Pages**

- Shot, edited, and animated launch videos that boosted product engagement by 15%.
- Designed packaging and Amazon A+ content to create a consistent branded experience across physical and digital platforms.
- Created responsive visuals for social media and e-commerce while aligning visuals with educational branding.

### **Celestra** - [View case study](#)

**UI/UX | user testing | wireframing & Prototyping**

- Designed the visual identity and native app UI for a fictional jewelry brand, Celestra.
- Created high-fidelity mockups, iconography, wireframes & Prototypes and user flows

### **TWG Tea** - [View case study](#)

**Projection mapping | Promo video | Motion graphic**

- Created a high-impact motion promo video using projection mapping techniques to elevate TWG Tea's luxury branding
- Illustrated custom visual assets and designed mall mockups to showcase the campaign in real-world retail contexts
- Combined elegant design with immersive motion to enhance brand storytelling and public engagement

### **CoCo X Miniso** - [View case study](#)

**Packaging | Instructional videos | A+ Pages**

- Designed a character from scratch aligned with miniso's brand visuals for a fictional campaign across store displays, posters, and social ads
- Made a motion collab poster of the character koala and miniso.