

Roger Gopaul

(647) 269-5062

(WEBSITE) rogergopauldesign.com

(EMAIL) rogergopaul@gmail.com

[Instagram](#)

[LinkedIn](#)

I'm a creative technologist, art director, and designer with a strong understanding of modern digital tools and execution. I blend strategy with hands-on craft to create thoughtful, engaging digital experiences and work spanning **PRODUCT DESIGN, WEB DEVELOPMENT, VIDEO, MOTION GRAPHICS, & more.**

DESIGN DIRECTOR & PRODUCT DESIGN LEAD

Brodie Rec League

2025-2026

- Designed and prototyped the **Brodie® App** to serve **50,000+ athletes** across **20+ North American cities** including; **Toronto, Calgary, New York, Chicago, Boston, Houston** and **more** resulting in **20,000 DAU**.
- Developed **brand guidelines and design system** to allow for seamless creative output across social media, marketing and campaign development – increasing creative output for social and web by **30% season over season**.
- Established **creative management processes**; including design repository, file naming structures and seasonable deliverables checklist for designers, apparel manufacturers, and content teams, **reducing overhead costs by 15%**.

FOUNDER & PRODUCT DESIGNER

Proseable Inc.

2023-2025

- Designed Web, **iOS and Android app** with **18,200 DAU** and **200K monthly conversations**.
- Figma design system and components library across web, product and social platforms.
- Designed and developed the Proseable **company website**, driving traffic to app store downloads.
- Organically grew **Instagram** presence achieving **181K views** in **August 2024** and **1,189 impressions**.
- Developed premium membership service, growing to **\$15,000 CAD Annual Recurring Revenue (ARR)**.

SENIOR ART DIRECTOR

Weber Shandwick Canada

2023-2025

- Led creative production and digital content design for web and social platforms including brands; **Air Canada, Chevrolet, Coca-Cola, Mondelez, McDonalds, Pfizer** and **more**.
- Evaluated strategy and research to develop campaign assets for in-person activations, video recaps and social content.
- Provided clear creative direction, technical guidance, and mentorship to junior designers and hosted learning sessions.

SENIOR ART DIRECTOR

NATIONAL Public Relations

2017-2022

- Web app design and development for **digital-first** campaigns, investor relations and annual reports.
- Managed client business requirements and **internal brand communications** from ideation through execution.
- Developed social media campaigns with supporting video content for business communications, highlighting C-Suite executives, business leaders and various public figures such as **Andrew Molson, Robyn Dolittle** and **Chef Alvin Leung**
- Implemented Agile methodologies to improve digital project efficiency and team collaboration.

UX/UI DESIGNER

Saatchi & Saatchi

2015-2016

- User profiles, sitemap diagrams, wireframes, mock-ups, prototypes and quality assurance across Toyota and Lexus Canada branded websites, with a **viewership increase of 15%** on consumer marketing and sales focused pages.
- Designed interactive tools like **Toyota's Build and Price** portal resulting in a **74% retention rate** for sales conversions.
- Prepared design presentations for clients, UX recommendations, and front-end design for developers/engineers.

TOOL BOX

Figma
Photoshop
Illustrator
Blender

Webflow
Claude
HTML
CSS

Premiere Pro
After Effects

