

DSB



# DIVSHAAN SINGH BRAR

ART DIRECTOR / ADVERTISING / BRAND / DIGITAL

## // ABOUT

Aspiring art director and graphic designer with a focus on advertising, brand identity, and campaign development. Hands-on experience translating creative strategy into cohesive design systems across digital, social, print, and experiential formats. Proficient in Adobe Creative Suite, Figma, and web technologies (HTML / CSS / JS). Strong foundation in typography, composition, color, visual hierarchy, and concept development – known for balancing creative flair with technical precision and delivering work that is both visually striking and strategically sound.

## // PROFESSIONAL EXPERIENCE

### FREELANCE GRAPHIC DESIGNER

APR 2025 – JAN 2026

Schulich ExecEd – Toronto, ON

- Translated brand guidelines into visually consistent, high-quality creative assets across digital, social, and print mediums for executive education programs.
- Developed co-branded design systems and campaign collateral for institutional partners including DeGroote School of Business and the Ontario Association of Chiefs of Police.
- Designed a professional two-page brochure for the Certificate in Senior Police Leadership, co-branded with Schulich ExecEd, OACP, and DeGroote – translating complex program structures into clear infographic layouts.
- Accelerated production turnaround by 30% across multiple concurrent campaigns by managing projects from concept to completion and coordinating directly with internal stakeholders.
- Built presentation decks and visual narratives articulating creative intent, collaborating with Art Directors and cross-functional stakeholders through ideation sessions.
- Produced motion graphics and animated visual content in After Effects to support multi-channel campaign rollouts for institutional partners.
- Delivered pixel-perfect campaign assets under tight deadlines with version control and zero revision cycles on final client submissions.

### STUDENT MAKERS LAB TECHNICIAN

SEP 2024 – JAN 2026

George Brown Polytechnic – Toronto, ON

- Improved student throughput by 25%, supporting over 100 students annually, by leading structured workshops on design-to-production workflows using laser cutters, vacuum formers, and 3D printers.
- Acted as the primary technical resource and internal liaison between students and faculty stakeholders for fabrication, prototyping, and production support.
- Reduced equipment downtime to zero unplanned closures during lab operating hours through streamlined inventory management and preventive maintenance protocols.
- Strengthened lab safety compliance to 100% adherence – zero reported incidents across two academic semesters – by enforcing protocols and onboarding all new lab users.

## // CONTACT

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## // EDUCATION

### Advance Diploma in Graphic Design

George Brown Polytechnic

2024 – 2026 (Expected)

## // CORE TOOLS

Illustrator Photoshop

InDesign After Effects

Figma Fresco Canva

Adobe Express

## // WEB & CODE

HTML5 CSS3

JavaScript Web Design

UI/UX Responsive

## // DESIGN CRAFT

Art Direction

Advertising

Brand Identity

Typography

Campaign Design

Concept Development

Design Systems

Layout

Print Production

Motion

Social & Digital

Presentation

## // FABRICATION

Laser Cutters

Vacuum Formers

3D Printers

Silhouette Cameo

Roland GS-24

PrusaSlicer

Prototyping

## // LANGUAGES

- ▶ Punjabi – Native
- ▶ Hindi – Native
- ▶ English – Professional

## // CERTIFICATIONS

- ▶ CPR / AED Certification

## // AFFILIATIONS

- ▶ RGD – Student Member
- ▶ SAGBP – George Brown

## // PROFESSIONAL EXPERIENCE (CONT.)

### SOCIAL MEDIA MARKETING INTERN

APR 2023 – DEC 2023

US Webtech Solution – Sri Ganganagar, Rajasthan, India

- ▶ Grew social media engagement by 15–25% across Instagram, Facebook, and LinkedIn by executing targeted ad strategies and producing curated visual content aligned with brand guidelines.
- ▶ Developed branded graphics and design assets in Adobe Creative Suite, aligned with client brand systems and analytics-driven performance data.
- ▶ Built and managed monthly content calendars and reported performance insights to senior stakeholders, ensuring on-time delivery across all scheduled posts.

### SAFEWALK WALKER

SEP 2025 – PRESENT

Student Association, George Brown College – Toronto, ON

- ▶ Provide safe-walk escorts for students across campus and support the SA's safety and community outreach programming.

## // VOLUNTEER EXPERIENCE

### VOLUNTEER GRAPHIC DESIGNER

JUL 2024 – JUL 2025

Different Spokes – Brampton, ON

- ▶ Led full rebrand including logo design, cohesive visual identity system, and modernized print materials – boosting community engagement by over 300%.
- ▶ Increased event attendance by 20% by designing cohesive promotional collateral and infographic-style event communications for a non-technical community audience.
- ▶ Expanded the organization's digital footprint by developing and managing social media visual strategy with motion graphics and static content over a 12-month period.

### WAYFINDING COMMITTEE – "YES!" SHOW

JAN 2025 – APR 2025

George Brown Polytechnic, School of Design – Toronto, ON

- ▶ Collaborated with cross-functional teams of students and faculty to develop and present user-centered wayfinding concepts for the "YES!" design exhibition.
- ▶ Contributed to visual planning of the exhibit space and participated in design reviews focused on accessibility and campus navigation.