

AMRIT BAIDWAN

CONTACT

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- 📍 CANADA

EDUCATION

- Bachelor of Commerce**
UBC Sauder School of Business
2000
- Graphic Design Diploma**
International Academy of Design
2002
- Fashion Illustration**
Langara College
2017

TECHNICAL SKILLS

- Adobe Creative Suite
- Office Suite (Excel, Powerpoint, etc.),
- Squarespace
- Canva

ABOUT ME

A designer, former entrepreneur, creative and consultant who works at the intersection of design and experience. Past projects include creative management with startups, fashion styling and marketing with my boutique, and interior design and styling for home, office & retail.

I've provided creative support for clients ranging from healthcare to fashion to personal branding. I'm interested in using my diverse skill set to help elevate and support company goals.

In my free time, I enjoy rowing, pilates, and am currently learning spanish.

SKILLS SUMMARY

GRAPHIC DESIGN

- Designed and developed marketing materials (brochures, logos, presentations) as both in-house designer for several healthcare companies, as well as clients in various industries
- Helped create on-point presentation decks, mood boards, and provide creative direction
- Designed packaging for products ranging from cosmetics to clothing and retail products

FASHION

- Created look books, marketing materials, and website design direction for a boutique
- Buying, merchandising, styling, event planning and execution
- Design of window graphics, signage, and in-store experience
- Social strategy and implementation

INTERIOR/EXPERIENCE DESIGN

- Created design directives for healthcare offices (medical, dental) and retail boutique
- Oversaw and designed the patient experience for dental offices, including all touchpoints and patient-facing materials
- Design plan for residential projects including finishes and furniture selection

COPYWRITING

- Developed copy for online and marketing initiatives

WORK EXPERIENCE

Freelance Graphic Designer - 2014 - present

Worked with a number of companies (many in the healthcare space) to:

- Guide creative strategy
- Develop brand guidelines and marketing collateral
- Copywriting for marketing initiatives and web/social
- Create interior design directive for new offices
- Develop guidelines for user experience, team training & tech stack
- Create templates/guides for internal use
- Guide website design + social strategy

Custom Apparel Designer, Sugoi Sportwear

- Designed jerseys as per the specific needs of clients
- Set up of all designs for print and production

Smartbrands Inc, Graphic Designer

- Created packaging design for cosmetics, retail displays, and promotional materials

Owner + Buyer, Ishara Boutique - 2008-2014

Managed all aspects of running the boutique, including:

- HR, marketing, Social Media
- Styling photoshoots and lookbooks
- Event design & management.
- Online shop fulfillment, buying, merchandising and admin
- PR outreach

Design Assistant, Club Monaco

Worked with the Visual Display Department and produced visual directives, design initiatives, and assisted in photoshoot prep for marketing and internal campaigns for all stores across Canada + USA