



Calgary, AB
825-747-3451
kunikasharma@outlook.com

Career Summary

Dedicated and focused Graphic & UX Designer with 8 years of experience translating ideas into captivating visuals. Proven ability to craft compelling designs that engage and inspire. Ready to elevate your brand with creativity and innovation.

Key Skills

Adobe Maestro: _____
Photoshop, Illustrator, InDesign, Acrobat.

Motion Innovator: _____
After Effects Enthusiast, Premiere Pro.

Digital Alchemist: _____
Figma Wizard, Adobe XD.

Microsoft virtuoso: _____
Microsoft Word, PowerPoint, Teams, Excel.

Code Connoisseur: _____
HTML & CSS Sorcerer.

Education and Certification:

- Applied User Experience Design Micro-credential, SAIT, Calgary, AB 2024
- Google UX Design Professional Certificate 2023
- HFI Essentials & Trends in UX - Mobile and Web in Times Internet 2016
- Bachelors of Arts in VFX, Mahatma Gandhi University Educational Credential Assessment (ECA) completed by World Education Services 2015

Kunika Sharma

Portfolio Links:

- 🌐 <https://showments.art/>
- in www.linkedin.com/in/kunika-sharma-showments

Professional Experience

- **Digital Marketing Assistant (Part-time)** (July 2024 – current)
Heritage college, Calgary
 - Assisted in creating email campaigns that resulted in a **2% increase in open rates** and a **10% rise in conversions**.
 - **Elevated social media engagement by 5%** across multiple platforms (Instagram, TikTok, and Facebook) through strategic use of visually appealing and user-generated content.
 - Conducted SEO research and optimized content while monitoring and analyzing website performance to identify and implement strategies that **increased organic traffic by 1%** and improved website conversion rates
- **SaaS UX Designer (Part-time)** (January 2024 – current)
Ecofocus.io, McGill University, Tech Accel Incubator, Montreal
 - Leveraged user research and journey mapping to design intuitive user flows for submitting and managing ESG reports which **reduced report compilation time by 2%**.
 - Utilized Figma to design optimized user journeys and created detailed wireframes and prototypes that simplified the ESG reporting process.
- **UX Designer (Co-op)** (March 2024 – April 2024)
Cratic.Ai, Calgary
 - Developed visually appealing and highly usable designs, wireframes, and prototypes, which led to a **dramatic reduction in task completion time from 4-5 days to under 10 minutes**.
 - Conducted in-depth user research to identify pain points and opportunities for improvement to the sign-up process.
- **Graphic Designer** (November 2023 – current)
BigBang Artwork - Silicon Valley, California
 - Created visually striking designs for print and digital collaterals which included posters, brochures, social media graphics, and promotional materials.
 - Developed communication materials including videos and presentations to support events and enhance product knowledge for students in creative arts programs.



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Visualization Specialist

(August 2021 – October 2023)

Nokia

- Guided the execution of projects under the direction of the GSS manager as the lead team member of both the Europe and MEA regions that included 25 team members.
- Led project scoping, brief development, and timeline negotiations for marketing campaigns to ensure alignment with the company's vision.
- Demonstrated a high level of proficiency in Adobe Creative Suite, Figma, and Microsoft Office by designing and managing over 50 presentations, 70 newsletters, 20 brochures, 60+ marketing collaterals, whitepapers, logos, motion graphics, and 20+ video edits for events which **boosted brand recall by 15%**.
- Streamlined knowledge transfer across GSS locations by providing training on templates and style guidelines which **reduced project turnaround times by 20%** and lowered operational costs.

Graphic Designer

(August 2020 – August 2021)

KPMG

- Led the development of projects from conception to delivery which resulted in a **25% decrease in bounce rates** and a **10% increase in user retention**.
- Collaborated with a team of 12 members to coordinate with stakeholders in Canada, Australia, and Saudi Arabia to create brand-compliant designs using MS Office and Adobe Suite.

Graphic Designer

(November 2017– April 2020)

Mercer Consulting Private Limited

- Designed captivating messaging and visualizations by using MS Office tools and Adobe software products which included Photoshop, Illustrator, InDesign, and After Effects.
- Achieved Technical Sensei status by conducting training sessions in PowerPoint and developed innovative techniques in After Effects that **reduced project turnaround times by 20%**.
- Demonstrated a meticulous design approach that was aligned with company branding by creating over 10 publication reports, 3 videos, 12+ brochures, 15+ flyers, announcement mailers, and presentations.

Graphic & UI/UX Designer

(August 2015 –October 2017)

Times Internet Ltd.

- Developed responsive websites using Adobe XD with adaptable layouts that **reduced project time by 15%** and **increased sales by 12%** by making sites more accessible and engaging across devices.
- Implemented design concepts using HTML and CSS to create functional web interfaces.
- Designed print and digital collateral with user-centered visuals and clear messaging that increased awareness of offered services and contributed to a **10% rise in user retention** by reinforcing brand consistency and enhancing engagement.