

MEGHA SHARMA

Junior Digital Designer

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PROFILE

Innovative and adaptable Junior Digital Designer with a strong foundation in UI/UX design, visual storytelling, and user-centered strategy. Currently completing a diploma in Interactive Media Design at Durham College, with hands-on experience in Figma, Adobe Creative Suite, and front-end development. Skilled in creating connected brand experiences across digital and physical platforms with measurable impact. Passionate about crafting immersive and fun brand engagements that bridge online and offline experiences.

EXPERTISE

User-Centered Design | Human centric design | Cross-functional collaboration | Design ideation | Branding | Problem Solving | Adaptability | Visual storytelling | User Flows | Ecommerce content | Accessibility

TECHNICAL SKILLS

Digital Design | Responsive Design | High fidelity design | Wireframing | Prototyping | Adobe Creative Suite | Digital interface design | Web design | Figma | HTML | CSS | JavaScript | Interactive Design

PROFESSIONAL EXPERIENCE

BRAND AND VISUAL DESIGNER

Quest Sports Canada - Ajax, ON

Apr 2025 – present

- Designed branded merchandise and physical assets that align with the existing brand identity while developing new visual materials to enhance overall brand consistency.
- Collaborated directly with the CEO and Art Director to ensure creative alignment and strategic execution of brand vision across platforms.
- Created high-fidelity visuals, user flows, and branded content for eCommerce platforms, supporting a cohesive and engaging customer experience.
- Developed graphics for digital and physical touchpoints, applying design systems and user-centric principles to amplify brand presence across product lines.

TEAM LEAD / DESIGNER | Web Development Program Promotion

Durham College - Oshawa, ON

Jan 2025 – Apr 2025

- Led a cross-functional team of designers in developing digital assets to promote Durham College's Web Development program, contributing to increased student application rates.
- Strategically planned and executed user-centric content for social media and digital platforms using Adobe Creative Suite, aligning with brand guidelines and visual design best practices.
- Facilitated smooth collaboration through clear communication, task delegation, and timeline management in a deadline-driven, fast-paced environment.
- Delivered high-fidelity comps, user flows, and content strategies to the client, maintaining consistent approval and positive user feedback throughout the project lifecycle.
- Maintained efficient workflows and clear communication, resulting in timely delivery within a tight academic term.

EDUCATION

Interactive Media Design | Durham College, Oshawa

Apr 2025

Business and Commerce | Apeejay School, India

Mar 2023

CERTIFICATIONS

Social Media Design and Management | Apeejay College of Fine Arts and Technology, India

Responsive Web and Graphic Design | Lally Infosys, India

Data Analysis and Management | Lally Infosys, India