

# Shiv Batta

Art Director / Multimedia Designer

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+1 (236) 862 9883

## EXPERTISE

Print & Publication • Branding • UI / UX • Illustration • Web • Packaging • Social Presentations • Investor Reports • Art direction of Photography & Videography

## SOFTWARE

Photoshop • Illustrator • InDesign • Premiere Pro • After Effects • Figma • Canva

## EXPERIENCE

**PRIMACORP VENTURES INC** • Senior Multimedia Designer **2 YEARS**  
CDI College & VCAD, Vancouver. BC Jul 2023 - Present

I design visually engaging course materials and ensuring cohesive design standards. I also collaborate with instructors and other departments to create videos, educational games, and presentations to enhance the learning experience at our colleges.

**RENNIE** • Freelance Graphic Designer **1.5 YEARS**  
Real Estate Firm, Vancouver. BC Mar 2022 - Jul 2023

Conceptualized and produced designs for Rennie who was going through a soft rebrand. I worked with different departments to produce motion graphics, digital designs, presentations, posters, and other brand elements, ensuring brand consistency and adherence to the new design standards.

**FOLIO** • Art Director & UI UX Designer **2 YEARS**  
Mobile Publishing Agency, Vancouver. BC Jan 2021 - Dec 2022

Designed for various brands, including conducting UI/UX research and usability testing to ensure optimal user experience. Additionally, I designed for web publishing and created annual reports and investor reports, ensuring user-friendly and visually appealing designs.

**BCAA** • Freelance Graphic Designer **8 MONTHS**  
Insurance, Vancouver. BC Nov 2020 - Jun 2021

Responsible for producing a wide range of creative projects, such as the EVO electric bus wrap, print publications, illustrations, web banners, and campaign landing pages. I managed multiple projects simultaneously and completed them on time.

**NATURE'S PATH** • Senior Designer **1 YEAR**  
Organic Foods, Vancouver. BC Dec 2019 - Nov 2020

Managed the rebranding process of the company's social identity and its subsidiaries brands Love Crunch, Que Pasa, and Enviroidz, designed new innovations, digital branding, promotional material, and providing art direction for video and photography.

**BLINK** • Senior Designer **2 YEARS**  
Creative Agency, Vancouver, BC Jan 2018 - Dec 2019

Led the visual identity and design process for various clients. I collaborated with teams to ensure effective communication of each company's vision through logos, color schemes, and imagery, and developed cohesive messaging that aligned with the visual identity.

## EDUCATION

Google UI/UX Design Professional Certificate • Coursera  
Diploma in Media Strategies & Advertising • LaSalle College, Montreal, CA  
Bachelor Marketing & Design • Auckland University of Technology, NZ