



# SUNDEEP PARMAR

doodlendesign.ca | [Linked in](#)

Toronto, Ontario, Canada

## ME

I am a creative thinker with a unique skill set (print & web based) to help your organization achieve its goals.

## TECHNICAL SKILLS



## QUALIFICATIONS & ATTRIBUTES

- Creative thinker and problem solver (brainstorming, concepts, mockups and more).
- Excellent understanding of design, layout, typography, colour theory in print and web.
- Design/Develop frontend and backend websites from scratch using HTML5, CSS3 and other Frameworks.
- Ability to adapt my creative role: Art Director, Graphic & Web Designer + Developer & Photographer.
- Always professional with an outstanding work ethic.

## WORK EXPERIENCE



### Doodle n' Design (doodlendesign.ca) | Freelance Designer & Owner | Apr 09' - Present

I offer freelance (or contract) services to small businesses and advertising/design agencies. Whether on-site or off-site I give my clients brand appropriate solutions for their marketing needs. I have multiple years of experience as an art director, graphic designer, layout artist, photographer and print broker. I offer my clients everything from problem-solving ideas to fully executed campaigns. I also offer clients digital solutions such as website design and development, incorporating the latest web technologies such as HTML5, CSS3, JavaScript, PHP, various CMS's, Mobile and Responsive design strategies. I can also work with frameworks such as jQuery, Bootstrap, Foundation, Less and Sass.



### Fuse Marketing Group Inc. | Art Director (Freelance) | Jun 11' - Freelance

I had an opportunity to produce promotional, direct mail and retail design pieces for Allstate, CIBC, HR Block and Rogers. My core responsibilities were design and layout. In addition I was responsible for conceptualizing, presenting and working closely with account services and clients.



### JWT Toronto | Junior Art Director (Contract) | Nov 08' - Feb 09'

I was responsible for creatively meeting the advertising needs of Johnson & Johnson and Nestlé. I produced work in print and television for J&J Reach Toothbrush and Floss, Listerine and Nestlé Noir Chocolates. My main responsibility was not only to conceptualize ideas, but to sketch and lay them out for client presentations, as well as work with photographers or animation studios to produce the ideas.



### Cossette Toronto | Junior Art Director | Jun 07' - May 08'

I was responsible for producing creative work for brands including Bell, BMO, Future Shop, General Mills, McDonald's, Saturn and more. I was given the opportunity to work in many different mediums such as print, radio, TV, billboard, guerrilla and more. I worked closely with creative directors, copywriters, studio and production personnel, account personnel, photographers, illustrators, retouchers, audio and visual studios, art buyers and clients. My primary role was to generate creative ideas. My secondary roles included: sketching, researching, designing, editing, retouching, art directing, presenting and much more.



### Lowe Roche | Junior Art Director (Internship) | Sept 06' - Dec 06'

I participated in a 3-month internship, as part the OCAD University curriculum, where I was introduced to the industry as a Junior Art Director. With some exposure to the Nokia account, my main task was to learn about my role as an Art Director, network, and generally help throughout the office.



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## BRANDS I HAVE WORKED ON

I have worked closely with the following brands to produce various marketing solutions:

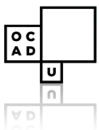


## EDUCATION



### Seneca College | Webmaster Certificate | Jan 13' - Apr 13'

This certificate program trains students to create and design World Wide Web sites for business and commercial purposes. The primary focus is on designing web sites whose look and feel effectively communicates an organizational message to their intended audience.



### OCAD U | Bachelor of Design in Advertising | Sept 03' - Jun 08'

Concept before execution. Strategy before style. Solutions that combine powerful language and compelling imagery. This is the philosophy of the Advertising program at OCAD U. Taught by industry professionals, it emphasizes project-focused work and teaching through lectures, presentation and one-on-one, in-class critiques.

## AWARDS



### 07' Merit | International College Competition

Volume 29, Page 368



### 07' Merit | Canadian Student Competition

Annual 2007, Page 109

## INTEREST & HOBBIES

I am a very open minded explorer. Always curious. I enjoy the simple things in life as much as the finer. I have a great sense of humour and have the ability to get along with anyone. I enjoy film, food, photography, music, traveling and more. I'm not afraid to throw myself into unique situations and step outside of my comfort zone as I feel it is the best way to grow. I'm always following sports (Hockey & Basketball), trends, and I love adventurous and daring ideas.

## REFERENCES AVAILABLE UPON REQUEST