

# Allan Mathew Sebastian

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Creative and dynamic designer with 3+ years of experience in creating captivating designs for websites, videos and digital media. Proficient in industry-standard tools and platforms, as well as a comprehensive understanding of modern design trends and techniques for creating captivating visual experiences. Known for meticulous attention to detail and dedicated to consistently achieving exceptional outcomes.

## SKILLS

Adobe Photoshop, Illustrator, After Effects, Premiere Pro, Audition, Lightroom, InDesign, Microsoft Word, PowerPoint, Figma, Adobe XD, Visual Studio, WordPress, Wix, Elementor Page Builder, Canva, Airtable, Graphic Design, Illustration, Infographics, Video Editing, Motion Graphics, Web Design, Front-end Web Development, UI Design, Typography, Layout Design, Color Theory, Image Editing, Branding, Problem Solving, Attention to Detail, Time Management, Creativity and Innovation, Adaptability, Multitasking, HTML, CSS, JavaScript, PHP

## EXPERIENCE

### Web Designer and Developer (Co-op)

Apr 2022 - Aug 2022

Media Club of Ottawa, Ottawa, ON

Redesigned and developed the current website for the Media Club of Ottawa, enhancing user experience to align with organizational goals and industry standards.

- Used Figma and Adobe XD to create wireframes, mockups, and prototypes to visualize design concepts and gather feedback from stakeholders.
- Developed responsive and visually appealing website layouts using Wix ensuring cross-browser compatibility and optimal performance.
- Implemented content management system (CMS) solutions to facilitate easy content updates and maintenance by non-technical users.
- Provided training and support to internal stakeholders on website management, content updates, and basic troubleshooting.

### Freelance Graphics Designer

Jun 2020 - Present

Self Employed, Ottawa, ON

Executed various design projects including Poster Design, Logo Design, Social Media Posts, Flyer Design, Signboards and Menu Card Design for a diverse range of clients.

- Consulted with clients to understand design needs, branding guidelines, and target audience demographics.
- Translated client requirements into effective design solutions that align with their brand identity using industry-standard tools like Photoshop, Illustrator and After Effects.
- Produced visually striking designs that received positive feedback and enhanced client brand identities across multiple platforms.

### Graphic Designer

Jan 2018 - Apr 2020

E2OPEN, Bangalore, India

Part of an award-winning team of User Assistance experts, focusing on Graphics Design, Website Design, Data Visualization, and Digital adoption.

- Designed and developed websites using WordPress and Elementor, ensuring visually appealing and user-friendly interfaces.
- Used Illustrator, InDesign and Photoshop to create marketing communication materials independently, including brochures, collaterals, mailers, and whitepapers, to illustrate concepts effectively.
- Utilized infographics to visually represent complex data, incorporating icons, visuals, and mnemonics for enhanced comprehension using Illustrator and After Effects.
- Produced visual media content including photography and video editing, crafting engaging webinars and product videos to showcase features and benefits effectively.

## **Design Intern**

Jun 2017 - Dec 2017

Zyme Solutions, Bangalore, India

- Assisted the design team in creating visual assets for various projects.
- Collaborated with team members to develop presentations that adhered to brand guidelines and communicated key messages effectively.
- Supported the production of infographics and data visualizations to communicate complex information effectively.
- Participated in brainstorming sessions to generate innovative design concepts and solutions.

## **EDUCATION**

### **Post Graduate Certificate Event Management**

Jan 2023 - Sep 2023

*Algonquin College, Ottawa, ON*

### **Post Graduate Certificate Interactive Media Management**

Jan 2022 - Sep 2022

*Algonquin College, Ottawa, ON*

Graduated with honours and on the dean's list

### **BSc. Media Technology**

Aug 2014 - Jun 2017

*ICAT Design & Media College, Bangalore, India*

## **INTERESTS**

Video Games, Football, Cricket, Movies, Travelling, Photography