



# ARUMITHA SASIHARAN

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Mississauga, Ontario, Canada

## PROFILE

Graphic designer with 6+ years of experience in design, from concept drafting to final products. Proficient in professional design applications and easily adapts to new challenges. With my knowledge in design, branding, writing, editing, and promoting services, I can help your company's communications thrive.

*Creative • Responsible • Mindful • Compassionate • Collaborative • Adaptable*

## EXPERIENCE

### [LINK](#) **COMMUNICATIONS COORDINATOR** (2023 –)

University of Toronto Mississauga Students' Union

- Led the Communications team in planning and executing digital and print marketing campaigns (videos, social media posts, photography)
- Collaborated with executive members, committees, and external partners to align messaging with organizational goals
- Designed and edited publications, promotional materials, and merchandise for large-scale events (ex. Orientation), campaigns, and student services
- Developed and maintained cohesive branding across all communications
- Tracked social media analytics to evaluate performance and optimize outreach
- Worked primarily using Adobe Creative Suite (Illustrator, Photoshop, InDesign), Canva, CapCut, Google Suite, Buffer, Hootsuite, LinkTree, New/Mode, etc.

### [LINK](#) **FREELANCE GRAPHIC DESIGNER** (2016 – CURRENT)

Remote

- Designed, illustrated, and created layouts for books, custom cards, business materials on a commission basis
- Planned timeline for projects and updated clients regularly
- Long term clients include:

- **Abuse Never Becomes Us** (A.N.B.U.), group therapy model project: branding, logo, illustrations, infographics, written form editing, and social media posts
- **Oakville Hospital Foundation**: events promotion, fundraiser material, awareness graphics, and office stationery

### [LINK](#) **COMMUNICATIONS LEAD, WELLNESS AMBASSADORS** (2020 – 2023)

University of Toronto Mississauga, Health & Counselling Centre

- Created promotional materials (social media posts, posters, banners) for student-oriented wellness events, sessions, and programs
- Developed branding guidelines, logo designs, and tracking stats
- **COMMUNICATIONS & OUTREACH TEAM LEAD** (SINCE 2022): Oversaw/supported team members and volunteers to develop themes, and edit blogs/posts
- Worked primarily using Adobe Creative Suite (Illustrator, Photoshop) and Canva



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## EDUCATION

### **HBSc.**, LIFE SCIENCES WITH HIGH DISTINCTION (2018 – 2023)

University of Toronto Mississauga, ON, Canada

- Studies in Anthropology, Biology and Biomedical Communications
- CGPA: 3.64
- Notable courses: Culture and Communication (85%), Critical Reading and Writing (86%), Data and Information Visualization (93%)

### **STUDENT**, WITH HONOUR ROLL (2014 – 2028)

Cawthra Park Secondary School

- Major in Visual Arts as part of the Regional Arts Program (R.A.P.)
- CGPA: 3.6
- Experience in painting, photography, scratchboard, 3D sculpture, etc.

## PUBLICATION

### [LINK](#) **ON STRESS AND WELLNESS** (2022)

Tamil's Information's Annual Book Release, P. 145 - 148

- A review article on the impacts of stress on the nervous systems, and exploration of alternative practices to improve wellness for the public.

## AWARDS

### [LINK](#) **ZEYNAB ASADI LARI HEALTHY CAMPUS AWARD** (2021)

University of Toronto Mississauga, Student Leadership Awards

- For contribution in support of student health and well-being including community impact and commitment to equity & inclusion

## APPLICATIONS & SKILLS

**ADOBE CREATIVE CLOUD SUITE:** Illustrator · Photoshop · InDesign · Premiere Pro

**GOOGLE SUITE:** Docs · Slides · Sheets · Drive

**MICROSOFT OFFICE:** Word · Sharepoint · Powerpoint · Excel · Outlook · OneDrive

**APPLE IOS SUITE:** Pages · Keynote · Numbers · Final Cut Pro

**SOCIAL MEDIA:** Instagram · Meta Suite · TikTok

**CONTENT CREATION:** Canva · CapCut · TikTok

**WEB DESIGN:** WordPress · Wix (HTML/CSS)

**DESIGN PRINCIPLES:** colour typography · composition · content hierarchy · minimalism

**WORK ETHIC:** organization · communication · leadership · teamwork · time management