

Arvinder Kaur

ART DIRECTOR | DESIGNER

Creative professional with a passion for print design and visual storytelling. With 3 years of expertise as a Textile Designer, I excel in print development, from core concept and sketching to final production and execution. Recently stepped into the world of advertising with a fast-paced 3-month experience that was eye-opening, challenging, and inspiring. I'm eager to dive back in, hungry to learn, create, and grow.

CONTACT

- ✉ arvkang121@gmail.com
- 🌐 [Design Portfolio](#)
- 🌐 [Art Direction Portfolio](#)
- LinkedIn [/arvinderkaurr/](#)
- Behance [/behance.net/arvkang121/](#)

VOLUNTEER

Marketing Team Member
Canadian International Fashion Film Festival
Dec 2022 - Present | 2 yrs 10 mos

ACHIEVEMENT

2024 - Applied Arts Award 
Issued by Applied Arts Magazine · May 2024

SKILLS

Photoshop, Illustrator, InDesign, Figma, MS Office
Print Development
Visual Storytelling
Concept Development
Marketing & Creative Strategy
Fast-Paced Problem Solving
Campaign Conceptualization
Adaptability & Learning Agility

EDUCATION

2024 - Advertising - Art Direction at Humber College, Canada
2023 - Fashion Management at Humber College, Canada
2020 - B.Des. Textile Design, National Institute of Fashion Technology, Kangra, India

WORK EXPERIENCE



Illustrator & Designer

Re:cinq, Denmark, Remote | Freelance
July 2025 - Dec 2025 | 6 mos

Junior Art Director

Target Marketing & Communications, St. John's, NL, Canada | Full-Time
March 2025 - May 2025 | 3 mos

- Developed creative concepts and visual ideas that aligned with brand strategy and client goals.
- Learned to zoom out and plan, looking at the week as a whole instead of just surviving each day. Prioritizing became key.



Textile Design Consultant | Print

Tamanna Punjabi Kapoor, Remote | Freelance Project
August 2024 - October 2024 | 3 mos

- Designed a print collection blending Mughal aesthetics with a Mexican twist, featuring vibrant colors, intricate details, and gold embellishments.
- Designed both digital and foil prints while providing consultancy to align with the brand's vision and aesthetic.



Content Research & Calendar Creation

Canadian International Fashion Film Festival, Toronto | Internship
Sep 2023 - Feb 2024 | 6 mos



Marketing And Business Development Coordinator

Studio idFK, Toronto | Permanent Part-time
Mar 2023 - Feb 2024 | 1 yr

- Managed social media platforms, ensuring consistent and engaging content.
- Developed and executed digital banner ads and email campaigns for various events, ensuring alignment with brand guidelines.



Textile Designer | Print

House of Masaba, Mumbai, India | Full-time
Jan 2020 - Jul 2022 | 2 yr 7 mos

- Contributed to the success of House of Masaba's top-selling Festive & A/W22 collection.
- Designed original print artworks from concept to production, demonstrating creativity and precision.
- Assisted the head designer with fashion illustrations, print development, and collaborations, earning recognition for contributions.