

ART DIRECTOR

Arvinder Kaur

CONTACT

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Currently I am studying Advertising - Art Direction at Humber, passionate about creating ads that forge a genuine connection with the audience.

I believe, If you can doodle it, it has the potential to be a good campaign.

I thrive on teamwork by approaching it with excitement and understanding. Outside of academics, I write poetry and paint to experience a sense of achievement.

SKILLS

Photoshop
Illustrator
InDesign
Premiere Pro
Conceptualisation
Visual Communication
Marketing & Creative Strategy
Art Direction

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*

VOLUNTEER

Social Media Coordinator
Humber College
Oct 2022 - Aug 2023 · 11 mos

Event Assistant
Canadian International Fashion Film Festival
December 2022

WORK EXPERIENCE



Marketing Team Member
Canadian International Fashion Film Festival
Dec 2022 - Present | 1 yr 4 mos



Content Research & Calendar Creation
Canadian International Fashion Film Festival | Internship
Sep 2023 - Feb 2024 | 6 mos

- Developed social media post concepts
- Researched and implemented new trends
- Maintained content deck for the team to follow.



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.
- Orchestrated product photoshoots and edited images for website uploads.
- Oversaw product spec sheets for website, including details like names, descriptions, prices, and SKUs.
- Directed the photoshoot for the inaugural apparel collection and managed its successful launch.



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

- Played a key role in the success of the Festive and A/W22 collection, the top-selling collection at House of Masaba private limited.
- Created original print artworks, from initial doodles to final production, showcasing creativity and attention to detail.
- Successfully collaborated on projects, receiving positive recognition for contributions.
- Managed pre-campaign shoot preparations efficiently, including prop and sample development.