

Prasanna Sampath

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Skills

- Visual Identity & Branding, Logo Design, Print Production & Prepress, Basic HTML/CSS (for web graphics)
- Canva, Adobe Creative Suite: Photoshop, Illustrator, InDesign, Figma, Sketch
- Video Production (Directing, Shooting, Editing), Motion Graphics, UIUX, Product Design

Experience

Multimedia Designer

Oct 2024 - Present

AOLCC, Remote - Toronto

- Spearhead the end-to-end creation of visual content, from initial concept to final execution, including social media graphics, website assets, and promotional materials for cross-departmental campaigns.
- Direct and shoot marketing videos, overseeing the entire production lifecycle from storyboarding and filming to post-production editing, ensuring alignment with brand narrative and campaign goals.

Creative Designer

Jan 2025 - Present

2BSeen, Remote - Toronto

- Launched a **Passion project initiative** to help small businesses build their online presence; currently redesigning a [psychotherapy](#) website into an intuitive experience to improve engagement and conversions.
- Building digital presence for a holistic wellness practice to translate complex services into an intuitive Squarespace interface, reducing cognitive load and increasing online booking conversion rates.
- Designed and launched a comprehensive brand identity and responsive Wix website for a fusion [restaurant](#), resulting in a fully booked reservation system on their inaugural day.

Product Designer

Aug 2023 - Sep 2024

Stocate, Remote - Montreal

- Collaborated with a dynamic team focused on enhancing sustainable shopping experiences.
- Led the end-to-end research initiative employing methods like contextual interviews for qualitative depth and survey analysis for quantitative validation of pain points for sustainable shoppers and store owners.
- Designed and launched an admin dashboard using **Figma** to streamline product and order management, directly addressing user needs from research and slashing average product setup time by 50%.

Associate - UX Designer

Aug 2022 - Oct 2022

Deloitte, Mumbai

- Collaborated with a cross-functional team of developers and designers to build a user-centric portal for claim filing, enabling 10 million claimants to file claims on the first day of launch.
- Applied **service design** principles to redesign a document management ecosystem, simplifying the onboarding process and significantly boosting user efficiency across all touchpoints.

Digital Designer

May 2020 - Jul 2022

DCirrus, New Delhi

- Designed user interfaces for SaaS products from concept to launch, using **Adobe XD** to build wireframes and interactive prototypes that aligned with client goals and technical constraints.
- Analyzed website performance metrics to guide a data-informed redesign. Collaborated with developers on a **WordPress** implementation that drove a 40% increase in traffic and a 70% surge in page views.

Education

Information Technology Project Management

Conestoga College, Waterloo

Sep 2023 - Apr 2024

GPA 3.61/4 | Dean's list

Interactive Media Management - Interaction Design

Conestoga College, Kitchener

Jan 2023 - Aug 2023

GPA 3.69/4 | Dean's list

Bachelor's in Business Administration

IITM - Indraprastha University, New Delhi

Aug 2018 - May 2021

GPA 8.2/10 | Distinction

Volunteer

- Perform percussion instruments at local meditation events and facilitate music therapy sessions at elderly care centers to promote emotional well-being and community engagement.
- Designed and launched [Lotus Meditation](#), a meditation hosting website that increased their reach by 60% as more people started signing up for their events.