

Daljit Kaur Khehra

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Profile

Strategic multidisciplinary designer with 3 years of experience across agency, studio, and corporate environments. Supported brands such as LEGO, Starbucks, Bausch & Lomb, Topco, Caesars Windsor, Invest WindsorEssex, Tourism Windsor Essex Pelee Island, and the Patty Duke Foundation through graphic design, video editing, motion graphics, and retouching. Proven track record of increasing brand visibility, collaborating with global teams, and problem-solving.

Tools: Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro) • MacOS • Blender • Keynote

Design Skills: Social Media Design • Video Editing • Motion Design • Retouching • Slide Deck Design • Brand Design
• Print Production • Brand Design

Soft Skills: Collaboration • Written & Verbal Communication
• Attention to Detail • Problem-solving • Interpersonal Skills

Career Experience

Marks (Propelis/SGS & Co.) – Etobicoke, ON
Global Content Studio Intern

May 2025 - August 2025

- **Clients:** LEGO, Starbucks, Mars Wrigley, Airwick, Topco, Bausch & Lomb, Sobeys, Marks (SGS & Co.).
- **Art directed a mock campaign for Carolina Herrera**, creating product renderings in Blender, A+ Amazon content, and a 10-second animated ad (Blender, After Effects, Premiere Pro), improving the brand's Amazon A+ content quality.
- **Collaborated with 6 global interns** (Toronto, Ohio, U.K.) to research, strategize, and art direct a campaign on the future of the food industry **in three weeks** and pitched findings to the Chief Creative Officer, influencing Marks' future strategy report initiatives.
- **Produced a 10-second animated ad for LEGO in 6 days** by adapting, resizing, and animating branded assets in After Effects and collaborating with a creative director, producers, and client service specialists.
- **Converted 7 LEGO commercials** for distribution across Amazon, Disney+, Hulu, Peacock, Bent Pixel, and LG using Media Encoder, ensuring video and audio compliance with 6 unique platform specs.
- **Edited and resized two Bausch & Lomb ads** using After Effects and Media Encoder, ensuring formatting accuracy across multiple aspect ratios.
- Acted as digital technician for Sobeys and Topco photoshoots by operating Capture One and assisting with studio lighting set-up.
- **Retouched 7 SKUs for Starbucks and Sobeys** using Photoshop, enhancing packaging photography and ensuring file correctness.
- Resized and recut two internal marketing videos for clients Mars Wrigley and Imperial Brands from 9:16 to a 1:1 ratio in After Effects and Premiere Pro.
- Collaborated with Motion Design Director to edit an internal marketing video in After Effects and Premiere that generated 11,000 impressions and 8,000 views on LinkedIn.
- Provided retouching notes on 5 Airwick SKUs, freeing up 1 hour for the Lead Retoucher and improving overall workflow efficiency.
- **Reviewed 17+ creative portfolios**, interviewed, and **onboarded five freelance CGI and 3D artists** to Marks' global talent roster.

Tango Creative Group – Windsor, ON
Design Intern

March 2025 - April 2025

- **Clients:** Caesars Windsor, Invest WindsorEssex, Tourism Windsor Essex Pelee Island, and Movati Athletic.
- Extended 1-3 existing templates into new formats (e.g., LCDs, digital ads, posters, billboards) weekly for Caesars Windsor using Photoshop, InDesign, and After Effects, following artist-specific marketing plans to support high-visibility campaigns seen across Ontario and Michigan.
- Revised and updated concepts and layouts for magazine ads and posters for Caesars Windsor, Tourism Windsor Essex Pelee Island, and Invest Windsor Essex, ensuring files are production-ready with accurate bleeds, crop marks, and colour profiles.
- Rebranded a city-wide event for Tourism Windsor Essex Pelee Island, including an identity refresh and print and digital applications.

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Rocket Innovation Studio – Windsor, ON Digital Media Creator Intern

May 2024 - August 2024

- Led the full production of a testimonial video using an Agile video production process, **delivering in one month at zero cost**, increasing the company's brand presence across universities in Ontario.
- Oversaw the video production process, including concept development, recording, editing, and audio enhancement, working with Premiere and After Effects, and ensuring **100% of deadlines were met**.
- Boosted LinkedIn following organically by 27% in 105 days** by producing original video and animated content.
- Grew LinkedIn followers organically by 20% in 64 days, cutting growth time by 48%** from the previous 124-day growth period.
- Collaborated with cross-functional software development, technology operations, product ownership, and human resources teams to **write, design, and retouch photos for three monthly newsletters**, translating complex information into clear, engaging content **viewed by 200+ employees**.

St. Clair College Research & Innovation – Windsor, ON Graphic Designer (Work Study)

March 2024 - May 2024

- Designed 1-2 print and digital assets weekly** (e.g., roll-up banners, flyers, digital ads) while adhering to brand guidelines under tight deadlines.

Two Birds, One Stone, LLC – Remote Graphic Design Intern

June 2022 - August 2022

- Spearheaded the Idaho High School Theatre Awards rebrand (now "The Patty Duke Awards") in **under seven weeks**.
- Collaborated with 13+ remote interns** to conduct research, generate logo concepts, and provide and implement constructive design feedback.
- Worked one-on-one with the Design Director to design a logo and brand suite for The Patty Duke Awards in **two weeks** that met industry standards using Adobe Creative Suite skills.
- Managed client email communications regarding design revisions, scheduling, and invoicing.

Education

Conestoga College – Kitchener, ON Bachelor's of Design (Honours)

September 2025 - April 2027

- Coursework: Understanding Research Methods, Marketing Theory, Interaction Design

St. Clair College – Windsor, ON Ontario Advanced Diploma in Graphic Design

September 2022 - April 2025

- Graduated with Academic Distinction | 4.0 GPA
- Coursework: Typography, Print Production, Brand Identity, Layout Design, Web Design, Motion Graphics & Video, Copywriting

Awards & Honours

Kevin Doherty Scholarship for Digital Creativity (\$1,500)

Issued by NVISION

August 2025

Annual Student Day Planner Cover Competition - 1st Place (\$500)

Issued by St. Clair College Student Representative Council

March 2023