

Daljit Kaur Khehra

519-350-3247 
daljitkaurdesign@gmail.com 
daljitkkhehra.wixsite.com/portfolio 

Profile

Innovative Student RGD with two years of digital media and graphic design experience and a proven track record of collaborating in fast-paced, remote environments. Eager to apply creativity and problem-solving skills in a multidisciplinary team.

Skills

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects)
- Figma
- Design for Social Media
- Motion Graphics
- Web Design
- HTML, CSS, JavaScript
- Client Interaction

Career Experience

Rocket Innovation Studio – Windsor, ON Digital Media Creator Intern

May 2024 - August 2024

- Independently managed the company's LinkedIn page and **organically increased followers by 20% in 64 days, reducing the previous time needed to achieve similar results (124 days) nearly in half.**
- Analyzed social media metrics to optimize content and implemented new strategies, resulting in **overall organic follower growth of 27% in 105 days.**
- Researched the latest social media trends and best practices to create impactful content while maintaining brand consistency across channels.
- Worked collaboratively with cross-functional software development, technology operations, and product ownership teams to write and design **three internal monthly and quarterly newsletters** aimed at boosting team member recognition and company culture, translating complex technical information into compelling visuals broad audiences could understand.
- Produced a Co-Op Testimonial video in **one month at no cost** as the company sought to expand its campus presence and student talent pipeline across Canada using an Agile Video Production methodology that ensured all stakeholders were aligned and **100% of deadlines were met.**
- Oversaw all stages of the video production process, from concept (storyboarding) to completion (editing).

St. Clair College Research & Innovation – Windsor, ON Graphic Design Work Study

March 2024 - May 2024

- Independently spearheaded multiple digital and print projects and ensured alignment with brand guidelines.

IDEAR – Remote Community Catalyst

July 2023 - December 2023

- Delivered an insightful product review to the Product Team and shared creative ideas on how to improve the IDEAR platform and usability test experience, helping to influence efficient redirection of the product development efforts.
- Virtually led weekly ideation challenges and brainstorming sessions with English- and Japanese-speaking students, giving insightful feedback on early-stage ideas, resulting in increased creative confidence and clarity.

Two Birds – 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 Two Birds Director to design the logo and brand suite for The Patty Duke Awards in **two weeks** that met industry standards using Adobe Creative Suite skills.
 - Crafted effective marketing and positioning for the rebrand alongside marketing and design professionals that resonated with the target audience of high school theatre students.
 - Managed client email communications regarding design revisions, scheduling, and invoicing.

Education

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

September 2022 - April 2025