

SHIPLU TALUKDER

Graphic Designer/Web Designer

www.CreativeShiplu.com

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📍 437 Revus Avenue, Mississauga, ON

Objective

To obtain a position in which I will be able to use my experience, skills, and knowledge as a member of an organized team.

Skills

GRAPHIC DESIGN

Adobe Photoshop, Illustrator, InDesign, Acrobat, Canva

WEB DESIGN

Adobe Dreamweaver, Responsive design, HTML5, CSS3, SASS, LESS

UI DESIGN

Wireframes, Figma, Adobe XD, InVision, UX & UI design

WEB DEVELOPMENT

CMS, Custom WordPress Website Design, SharePoint, Drupal, PHP, JavaScript, jQuery, Google Analytics, SEO, W3C, AODA (level 1 and 2), Web Accessibility Standards

VIDEO

Adobe Premier Pro, Final Cut, Canva

SOCIAL MEDIA

Twitter, Facebook marketing, Instagram marketing, YouTube long and Shorts Video, TikTok Video

WORD PROCESSING

Microsoft Word, Excel, Outlook, PowerPoint, and SharePoint

Experience

ROYAL BANK OF CANADA

Digital Publishing Specialist | Jan 2023 – Present, Toronto, ON

- Conceptualized and designed infographics, aligning with subject matter, using information sourced from The Economist.
- Implemented the coding of WordPress pages and posts in adherence to the provided designs by the designer.
- Developed interactive elements for WordPress pages and posts from scratch, utilizing CSS to ensure optimal responsiveness.
- Designed subject-aligned PowerPoint and PDFs relevant to content, enhancing visual presentation.
- Coded email newsletters within Salesforce, tailored to the subject matter, for newsletter distribution
- Developed WordPress website/post from ground up, to precisely mirror the design specifications.

BELL CANADA

Web Integrator | Jan 2019 – Jan 2023, Toronto, ON

- Accepted work orders through Salesforce platform.
- Updated/Created CMS web components by employing HTML, CSS, and Bootstrap 4.
- Utilized SiteImprove analytics to enhance content for better Google search performance.
- Rectified broken links and addressed SEO-related issues by leveraging insights from SiteImprove.

THE CENTRE FOR ADDICTION AND MENTAL HEALTH

Web Administrator | Sept 2018 – Dec 2018, Toronto, ON

- Re-wrote SharePoint site content with UX/UI enhancements using HTML, CSS, JQuery, and Bootstrap.
- Designed web page mockups with Adobe XD and Figma for UI testing.
- Conducted website accessibility testing following AODA and W3C standards.
- Utilized Google Analytics and applied SEO/SEM strategies for multi-page content enhancement.
- Re-wrote and published public-facing content on Facebook and LinkedIn.

ALCOHOL AND GAMING COMMISSION OF ONTARIO

Web Support Analyst/Desktop Publisher | March 2016 – May 2018, Toronto, ON

- Rewrote content on both intranet and internet sites, integrating UX/UI elements using SharePoint, Drupal, HTML, CSS, PHP, JavaScript, and the Bootstrap Framework. Ensured AODA compliance for web and print materials.
- Led content updates, providing insights for website improvement based on WCAG 2.0, AODA, and NVDA accessibility guidelines, advocating for best practices in accessibility across various projects.
- Revamped legal fillable forms through Adobe InDesign and Adobe Acrobat Pro, enhancing user interaction and ease of completion.
- Crafted compelling graphic elements, including logos and presentation documents for company events, utilizing Adobe Photoshop and InDesign to convey a visually engaging brand image.
- Formatted diverse documents (PowerPoint, Excel, business reports) to align with company visual guidelines for a consistent, professional appearance.
- Implemented content distribution on social media platforms, including Facebook and LinkedIn, while addressing evolving regulations and sustaining a dynamic online presence.
- Analyzed Google Analytics and SEO insights to address multiple page content issues, implementing strategic adjustments for enhanced visibility and performance.

MINISTRY OF THE ENVIRONMENT AND CLIMATE CHANGE

Web Developer | June 2015 – March 2016, Toronto, ON

- Re-wrote/Converted PDF to MS Word and HTML formats, ensuring AODA and WCAG 2.0 compliance.
- Uploaded web content to Drupal (CMS) and the contribution server, incorporating UX elements.
- Used Google Analytics and SEO to assess website content, generating management reports.
- Designed/Re-wrote marketing materials, including graphics and banners, for Facebook and LinkedIn posts.

MINISTRY OF TRANSPORTATION

Assistant Web Developer | September 2014 – June 2015, Toronto, ON

- Updated SharePoint and Drupal website content with HTML, CSS, JavaScript following AODA guideline.
- Generated reports using Facebook and Google Analytics, leveraging insights for SEO content updates.
- Reported to the Communications branch manager and collaborated on various web projects.
- Updated content on the company's intranet WordPress site, incorporating UI elements, HTML, CSS, JavaScript, and following AODA guidelines.

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Education

HUMBER COLLEGE

- Received certificate in **Web Design, Development and Maintenance** in 2014

GEORGE BROWN COLLEGE

- Received diploma in Computer Programming in 2003
- Received diploma in Graphic Design in 2006
 - Specializations:
 - Major in Advertising Design
 - Minor in Corporate Design

Online Portfolio



<https://www.creativeshiplu.com/>



https://www.behance.net/Creative_Shiplu/

Experience

(CNO) COLLEGE OF NURSES OF ONTARIO

Web Developer | May 2012 – September 2014, Toronto, ON

- Updated company's CMS (EPIserver) website with the latest information using HTML, CSS, and JavaScript.
- Conducted thorough testing of web content, ensuring compliance with AODA, WCAG standards, W3C standards, responsive design, and resolving cross-browser issues.
- Coded email newsletters and websites, ensuring compatibility across various browsers including Internet Explorer, Mozilla Firefox, and Google Chrome.

HUMBER COLLEGE

Front-End Developer | March 2014 – May 2014, Toronto, ON

- Contributed to planning and developing online course pages.
- Re-wrote content on courses using HTML5, CSS3, SASS, LESS, and JavaScript, ensuring responsive design and UI/UX best practices.
- Coded pages within Blackboard (LMS) following W3C, AODA, and WCAG accessibility standards.
- Provided guidance to clients on website development, covering information architecture, UI, site functionality, technical design, multimedia, AODA accessibility, usability testing, Google Analytics, and current web trends.

MINISTRY OF CITIZENSHIP AND IMMIGRATION

Creative Services Coordinator | March 2010 – September 2012, Toronto, ON

Graphic Design and Production

- Designed diverse marketing materials, including videos, social media content, annual reports, pop-up banners, brochures, and PowerPoint presentations for all departments and the Ministry.
- Developed design requirements, encompassing interface, interaction specifications, and supporting documents such as user profiles, scenarios, flow diagrams, and digital designs adhering to the Ministry's marketing guidelines.
- Collaborated in design, user research, and product analyses.
- Advised clients on comprehensive website development, covering aspects like information architecture, user interface, site functionality, technical design, web multimedia, AODA, WCAG accessibility guidelines, usability testing, Google Analytics, and website trends.
- Assisted the web developer in designing and updating email newsletter templates.
- Contributed to the development, redesign, and improvement of workflows and processes for content maintenance and development.
- Created website graphics and delivered visual and digital proofs, presentations, and concepts within specified deadlines.

Web Design

- Created and maintained the ministry's Internet and intranet sites using UX and UI design concepts, HTML, CSS, JavaScript, AODA and WCAG 2.0 accessibility guidelines and web standards
- Advised clients on web development, such as information architecture, user interface, functionality, design, multimedia, AODA accessibility standards using JAWS and guidelines, usability testing, website trends and cross-browser issues
- Guided internal partners on web development, such as scheduling, project scoping, developing site organization and navigation, developing and enhancing content, constructing sites, testing, and launching
- Produced Facebook and Google Analytics reports for team meetings

Social Media Marketing

- Researched market trends, current programs, marketing techniques, and communication modes
- Created and maintained government brand and social media pages, such as Facebook, Twitter, YouTube, and Flickr

Video Editing

- Assisted in setting up cameras for events with government video files development
- Provided support to video editors during crises