

Kalbinder Atwal

Senior Creative Professional

Making brands visually unforgettable

Provide high-quality, innovative graphic design solutions for professional services in B2B sectors, delivering impactful design, marketing, and branding that makes a difference to businesses and their brands. A background in writing and publishing sharpens my eye for copy, while expertise across print, digital, and web sets me apart. Known for strong problem-solving skills, and attention to detail. Demonstrated leadership skills, leading teams through high-pressure projects. Collaborate and maintain strong relationships with clients, stakeholders, and cross-functional teams.

Skills

Technical: InDesign • Photoshop • Illustrator • Firefly/AI • Dreamweaver • After Effects • Premiere Pro • Acrobat/AODA • HTML/CSS • Canva • Word • PowerPoint • Outlook • SharePoint • Wrike • Mac/PC • Learning Figma/UX

Competencies: Communication • Collaboration • Creativity • Critical thinking • Design principles • Editing • Ideation • Multitasking • Organization • Problem solving • Project managing

Work Experience

2012 – 2025

Senior Graphic Designer (Supervisor) / Creative Services, Client Relations & Marketing
Blake, Cassels & Graydon LLP, Toronto

Brand: Managed the firm's visual identity, ensuring all materials adhered to brand standards and AODA compliance. Led quality control, oversaw the management and approval of logos, and maintained templates which established a strong brand presence that enhanced the firm's recognition.

Team Development: Mentored, recruited and trained 16 designers, Managed freelancer sourcing, contracts invoicing and quarterly metrics. Ensured on-brand deliverables through briefings and budget oversight, resulting in a highly efficient team delivering projects on schedule and within budget, driving creative excellence and operational efficiency.

Website: Developed multiple mockups and design recommendations to revamp an outdated website. Produced 100+ mastheads and hero images, edited 1,000 lawyer photos, ensuring brand alignment which contributed to improved user engagement and brand consistency on the website.

Social Media: Designed new English and French static, video and motion graphics for the firm's LinkedIn, X, Facebook, and Instagram accounts in 2023. Increased social media engagement and brand visibility by 6%, supporting recruitment and client acquisition efforts.

Collateral: Led the redesign of collateral and developed Word/PowerPoint templates for customization. Managed formatting of 100+ handouts in English/French. Collaborated with internal printers to align firm colours with Pantone and maintained print guidelines, resulting in flawless consistency, enhanced professional image, and improved efficiency.

Events: Designed event banners for desktop, tablet, and mobile, coded evites in Dreamweaver, and created webcast wraps and motion graphics. Worked with vendors on custom banner stands and booths. Collaborated with vendors on custom invitations resulting in creative events that enhanced the firm's visibility and improved audience engagement.

Advertising: Developed campaigns for local, national, and international markets, featuring in top-tier publications like The Globe and Mail and National Post, supporting goal of increased marketing. Managed logo placements for sponsorships and approved branded items for conferences, raising the firm's profile and generating new business opportunities.

2006 – 2011

Graphic Designer / Marketing

McCarthy Tétrault LLP, Toronto

- Managed complex print projects, including storyboarding, creative briefs and obtaining quotes.
- Rebranded several communications elements to the current firm visual identity.
- Liaised with design agencies as well as with freelance designers and providing training.
- Formatted and designed marketing collateral such as brochures, info sheets, newsletters and ads.
- Created electronic assets such as evites and web banners; maintaining marketing intranet section.
- Templated seminar materials such as binders, cover pages and session papers into Word and PowerPoint.
- Maintained digital asset management of lawyer photos; Procured and maintained a collateral image databank.

Design & Marketing Media Executive / Marketing

Chartered Institute for Securities & Investment (CISI), London, UK

- Led in-house design for brochures, stationery, advertisements, signage, logos and web assets.
- Completed a major rebranding project and management of the corporate identity.
- Created high impact, international marketing materials, resulting in successful global brand awareness.
- Supervised staff, managed workflows, liaised with warehouses, maintaining stock reports.
- Compiled publishing house-style; created templates; typeset perfect bound/loose-leaf books.
- Designed book covers; illustrated diagrams; liaised with external printers; negotiated contracts.
- Built an award-winning Client Services intranet page and a demo Book Club site.

Education

Post Graduate Diploma in Periodical Journalism – Merit / University of Westminster, UK

- **Distinctions:** Layout & Design; Multimedia Web Design; Media Law & Ethics.
- **Merits:** News & Feature Writing; Professional Writing; British Society & Politics.
- **Passes:** Photojournalism Masters module; Context of Journalism; Sub-editing.
- **Internship:** *Eastern Eye*, national weekly newspaper.

Bachelor of Arts with Honours, Media Practices – 2:1 / University of Bedfordshire, UK

- **Thesis:** editor, writer, designer of *Fusion: Tomorrow's Dominant Culture* magazine for creative sub-cultures.
- **Journalism:** sub-editing; layout; writing and illustrating for *Sheep* student magazine.
- **Publishing:** designing book covers; logos; magazine layout; writing blurbs and book reviews.
- **Television:** producing, writing and editing short documentary, *Ethnic Arts in Britain*.

Digital Video Editing using Adobe Premiere Pro, 93% / George Brown College, Toronto

Adobe After Effects, A+ / Centennial College, Toronto

Mental Health First Aid / Mental Health Commission of Canada

Awards

Silver Canadian Printing Award for Blakes TIFF invitation / PrintAction Magazine

- Awarded for techniques used in the print set up of the Blakes Toronto International Film Festival invitation.

Staff Incentive Award for designing Intranet using Dreamweaver and HTML / CISI

- Awarded for initiative and knowledge involved in planning and building Client Services Staff intranet site at CISI.