

Sagana Mahalingam

Product Designer

647-328-9316

hi@sagana.ca

sagana.ca

[linkedin.com/in/sagana](https://www.linkedin.com/in/sagana)

PROFILE

I'm a product designer who is passionate about the end-to-end design process with a love for beautifully designed interfaces and interactions.

My experience working in the public sector has helped hone my personal design ethos: designing for users first. I've worked in the design industry in various capacities and have even had a short stint in social media marketing and strategy.

SKILLS

A/B testing · experience mapping · heuristic evaluations · usability testing · user & market research · design thinking · information architecture · interaction design · motion design · persona · prototyping · storyboarding · UI design · user flows · wireframing

SOFTWARE

Figma, Sketch, Adobe xD, InVision, Framer, Zeplin, Abstract, InDesign, Photoshop, Illustrator, After Effects, Premiere, WordPress, and HTML/CSS

EXPERIENCE

Senior Graphic Designer | Region of Peel

SEP 2018 - PRESENT, BRAMPTON, ON

- Acted as design lead on over 25+ campaigns: which included client relations, designing assets for print, digital, and social mediums, and coordination with production.
- Improved client feedback process via internal workshops which reduced errors and time between proofs by 30%.
- Taught After Effects to design team of 8.

Social Media Coordinator | Region of Peel

APR 2020 - JUN 2020, BRAMPTON, ON

- Spearheaded COVID-19 content strategy campaign which tripled audience growth and doubled engagement.
- Halved response time and increased response rate to 100%.
- Art directed and designed social brand standards and assets across all platforms which increased brand recognition.

Graphic Designer | City of Brampton

JUL 2017 - JUN 2018, BRAMPTON, ON

- Acted as design lead on multiple campaigns simultaneously: which included client relations, coordination with production, and designing assets for print, digital, and social mediums.
- Effectively managed internal and external facing clients from brief to final asset delivery with speed and transparency.

Team Lead + Designer | City of Toronto

NOV 2016 - DEC 2016, TORONTO, ON

- Led a small team of designers in tandem with stakeholders through art direction, marketing and content strategy and designed print and digital collateral for project champions.
- Triple community engagement and participation based on previous years statistics.

Team Lead + Designer | York Regional Police

SEP 2016 - NOV 2016, BRAMPTON, ON

- Led a small team of designers through market and user research, content and marketing strategy, client relations, and design.
- Created wireframes and an interactive prototype in Adobe xD and designed creative to assist with campaign materials.

EDUCATION

BrainStation | Diploma, User Experience Design

JUN - SEP 2020, TORONTO, ON

Seneca College | Advanced Diploma, Graphic Design, Honours

JAN 2015 - JUN 2017, TORONTO, ON