

KESHAV JHUGROO

BILINGUAL GRAPHIC DESIGNER & UI/UX SPECIALIST

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PROFESSIONAL SUMMARY

Creative and detail-driven Bilingual Graphic Designer & UI/UX Specialist (EN/FR) with 4+ years of experience delivering end-to-end visual solutions across brand identity, digital design, web, and motion. Proficient in the full Adobe Creative Suite, Figma, and emerging AI-assisted design tools. Passionate about human-centered design, accessible user experiences, and visual storytelling that drives engagement and brand growth. Adept at managing multiple projects in fast-paced, deadline-driven environments while maintaining pixel-perfect quality standards.

RELEVANT WORK EXPERIENCE

Freelance Graphic Designer & Brand Strategist

2021 – Present

Self-Employed | Toronto, ON

- Designed end-to-end visual identity systems — logos, colour palettes, typography, and brand guidelines — for global clients.
- Produced multi-platform digital assets including social media content, email campaigns, display ads, and marketing collateral.
- Applied human-centered design thinking to translate client briefs into audience-targeted, conversion-focused visual solutions.
- Incorporated AI-generative tools including Adobe Firefly to accelerate concept ideation and asset production workflows.
- Delivered consistent minimalist-modern aesthetics aligned with contemporary brand strategy and market trends.
- Contributed pro bono visual identity and campaign design for non-profits, increasing mission visibility and engagement.

Digital Marketing & Web Designer

Mar 2024 – Apr 2024

Healing Connection Canada | Toronto, ON

- Led a UX-informed website redesign on Squarespace with custom HTML/CSS, aligned to brand identity and AODA standards.
- Developed and executed social media content strategy, improving engagement metrics and brand visibility across platforms.
- Applied responsive design principles to ensure seamless cross-device user experience throughout the redesigned site.
- Collaborated within an agile team environment, incorporating stakeholder feedback iteratively to refine final deliverables.

Graphic Designer & Content Creator

Apr 2022 – Dec 2022

DP Audio | Quatre-Bornes, Mauritius

- Produced high-impact social media content and advertising materials that elevated the brand's digital presence.
- Developed reusable branded visual templates for recurring campaigns, reducing production turnaround time significantly.
- Orchestrated visual direction for high-profile live events, ensuring cohesive brand expression across all touchpoints.
- Mentored junior creatives, establishing design standards and fostering a culture of visual excellence within the team.

Graphic Designer Intern

Oct 2021 – Nov 2021

Underdogs Studio | Quatre-Bornes, Mauritius

- Collaborated with senior designers on print, digital, and social media campaigns using the full Adobe Creative Suite.
- Prepared production-ready files ensuring correct bleed, colour profiles, and resolution standards for print output.

Web & Graphic Designer Intern

May 2021 – Sept 2021

Adbxo | Quatre-Bornes, Mauritius

- Developed design proficiency in Adobe Photoshop, Illustrator, and InDesign through live client project execution.
- Contributed creative concepts during ideation sessions, bringing fresh perspectives to ongoing brand campaigns.

Videography & Visual Media Intern

Jan 2021 – Apr 2021

Epika | Quatre-Bornes, Mauritius

- Produced and edited video content for client deliverables using industry-standard post-production tools.
- Operated cameras, lighting rigs, and audio equipment — developing strong visual composition and storytelling instincts.

OTHER WORK EXPERIENCE

Bilingual Claims Service Representative

Oct 2023 – Nov 2025

ClaimsPro LP — SCM Insurance | Toronto, ON

- Applied strong written communication and documentation skills to produce accurate, clear client-facing correspondence daily.
- Managed high-volume workloads with precision and attention to detail, consistently meeting strict service-level deadlines.

Bilingual Customer Service Representative

Sept 2019 – Dec 2020

Intelcia — FNAC Campaign | Mauritius

- Developed professional bilingual communication skills (EN/FR) through high-volume client interaction in a fast-paced environment.

CORE COMPETENCIES

- Adobe Ps, Ai, Id, Ae, Pr — Advanced
- Figma — UI/UX Design & Prototyping
- Adobe XD, After Effects & Motion Graphics
- Brand Identity & Visual Design Systems
- UI/UX Design & User-Centered Design (UCD)
- Typography, Grid Systems & Layout Design
- Print Production & Pre-press Standards
- HTML5, CSS, JavaScript (Basic)
- Squarespace, WordPress, Wix & Webflow
- VS Code & GitHub
- AI-Assisted Design: Adobe Firefly, Midjourney
- No-Code & AI Dev: Lovable, Manus
- Brand Strategy & Visual Storytelling
- Social Media Design & Content Strategy
- AODA / WCAG Accessibility Standards
- English & French — Full Professional Fluency

EDUCATION

Advertising & Graphic Design Diploma

Sept 2022 – Apr 2024

Humber College — Toronto, ON

Diploma in Graphic Design

Jan 2020 – Dec 2021

Curtin University — Mauritius

LANGUAGES

- English — Full Professional Fluency
- French — Full Professional Fluency

Portfolio: jkeslav.com/portfolio | References available upon request