


Prad Raj

Creative Strategist & Digital Designer

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About Me

I'm a Toronto-based Senior Visual Designer with **9+ years of experience** turning complexity into clarity. Whether I'm designing investor tools or product campaigns, I build scalable systems and intuitive interfaces that connect brand, product, and people. My work blends strategy with strong craft—and always keeps the user in focus.

Experience

TD Asset Management (TD Bank) | Toronto, Ontario

Senior Designer

Feb 2023 – Present

- Designed user-centric content experiences across TDAM's investor website, including podcast hubs, article templates, and a digital typography system used organization-wide.
- Translated complex investment commentary into clean, accessible layouts for bilingual (EN/FR) brochures, reports, and advisor materials.
- Led creative direction for advisor and investor events in Canada and the U.S., building visual systems spanning registration sites, social promotions, venue displays, and templates.
- Partnered with content consultants, developers, and UX teams to reimagine digital publishing tools and content templates using Figma.
- Increased social engagement by 30% through strategic campaign visuals and carousel design.

Target Corporation – Roundel Media,

Art Director

Jan 2020 – 2022

- Brought campaigns to life for 50+ global brands including Dyson, Nestlé, and Keurig—from digital ads and web layouts to internal brand activations.
- Led the visual identity and execution of Target's internal culture event "Multiplai," designing everything from event branding to cross-channel assets.
- Directed a creative team of 8+ and mentored junior designers to scale brand consistency across seasonal campaigns.
- Collaborated with data and account leads to translate campaign performance insights into design updates, improving customer experience by 70%.

PAD Advertising Communications

Senior Visualiser

May 2018 – Dec 2019

- Led 360° campaign development for FMCG and pharma clients across print, digital, and packaging.
 - Managed a 15+ person creative team, overseeing final art direction and delivery.
 - Created pitch decks and design concepts for 30+ brands. Awarded 'Most Creative Visualizer' in 2019.
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Other Roles That Shaped Me

Graphic Designer, Spangg Publicity and Media Pvt. Ltd.	2017 – 2018
Packaging Designer, Almond House	2016 – 2017
Graphic Designer, Ebani Advertising	2015 – 2016

Skills & Tools

What I'm Great At:

- Designing scalable systems
- Blending brand and product thinking
- Translating complex content into clean design
- Creating accessible and engaging visuals

Strengths:

- Creative Strategy
- Cross-functional Collaboration
- Art Direction
- Content thinking

Tools:

- Figma
 - Adobe Creative Suite
 - Sketch
 - HTML/CSS basics
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Education

- BrainStation – User Experience Design (2024)
- Loyola Academy – B.A. in Mass Media Communication (2013–2016)