

Prad Raj

Creative Strategist & Digital Designer

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Professional Summary

Senior Visual Designer with **9+ years of experience** delivering strategic, user-centric design across marketing and product channels. Adept at leading scalable systems, developing integrated visual ecosystems, and collaborating across product, engineering, and content to deliver impactful communications. Recognized for blending high craft with accessibility, innovation, and business impact.

Professional Experience

TD Asset Management (TD Bank) | Toronto, Ontario

Senior Designer

Feb 2023 – Present

- Led design across product surfaces including investor websites, event campaigns, and thought leadership content; collaborated with digital teams to enhance UX and drive user engagement.
- Created a new podcast hub, article templates, and a digital typography system that standardized web UI across TDAM.
- Produced bilingual (EN/FR) brochures, sales tools, and reports for ETFs, mutual funds, and advisor communication, ensuring WCAG/AODA compliance.
- Directed creative for high-impact advisor and investor events across Canada and the U.S.; developed event sites, web banners, social campaigns, screen visuals, and photography assets.
- Collaborated with external research vendors to synthesize UX data and redesign content-heavy web pages using Figma; resulting in increased traffic and time on page.
- Boosted TDAM's social engagement by 30% through the creation of carousel campaigns, social tiles, and promotional assets.

Target Corporation – Roundel Media,

Art Director

Jan 2020 – 2022

- Delivered high-impact campaigns for 50+ global brands including Dyson, Nestlé, and Keurig; maintained brand integrity while adapting to Target's seasonal guidelines.
- Designed digital ad templates, microsites, and branded content across web and display environments.
- Spearheaded visual identity and art direction for "Multiplai," Target's internal culture campaign.
- Directed a cross-functional team of 8+ and collaborated with account leads to improve CX by 70% through performance-driven design iterations.
- Mentored junior designers and led onboarding processes to cultivate a high-performing, brand-focused creative team.

PAD Advertising Communications

Senior Visualiser

May 2018 – Dec 2019

- Led 360-degree campaign development for FMCG and pharma clients.
 - Mentored 15+ designers and animators; responsible for final art direction and delivery.
 - Built client pitch decks and campaign concepts for 30+ brands; awarded “Most Creative Visualizer” in 2019.
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Other Experience

Spangg Publicity and Media Pvt. Ltd. – Graphic Designer

Almond House – Packaging Designer

Ebani Advertising – Graphic Designer

Education

BrainStation – User Experience Design (2024)

Loyola Academy – B.A. in Mass Media Communication (2013–2016)

Skills & Tools

Design:

- UI/UX
- Visual Identity
- Branding
- Email Design
- Digital Ads
- Design Systems
- Accessibility (WCAG/AODA)

Tools:

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

Strengths:

- Creative Strategy
 - Cross-functional Collaboration
 - Art Direction
 - Team Mentorship
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