



# Sahil Verma "John Tremendol"

Product Design / Art Direction

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## Experience

### **Tylmen** Product Design Lead (Part Time)

Miami, USA (Remote) *Sep 2022 - Current*

- Aided design & development of an AI body scanning technology for industries like Fashion, Health, and Insurance.
- Operating creative direction of brand visuals, voice, strategy & market positioning.
- Working with developers & marketing department to organize team goals & plans to deliver appropriate solutions.
- Leading diverse team of 8+ members in integrating business goals into existing and new product lines.

### **SchoolBundle** Product Designer

Waterloo, Canada (Hybrid) *June 2023 - Dec 2023*

- Processing corporate client requirements, & communicating effective Solutions under strict deadlines.
- Ideating, Wireframing, Prototyping UI & UX improvements for our Products & B2B Authoring Tool.
- Creating a new visual language for the brand elevating it to modern standards.
- Collaborating with our marketing team to design & publish E-mail Campaigns & improving our CTR by 50%.

### **Freelance** Product Designer

Canada *April 2022 - May 2023*

- Collaborating with organizations & start-ups to formulate design solutions for their digital & physical platforms.
- Implemented responsive design principles, ensuring seamless user experiences across various devices and screen sizes.
- Developed wireframes, prototypes, and mockups to visualize concepts and facilitate effective communication with clients.
- Supported and updated clients to ensure the longevity and relevance of designed products in the evolving market.

### **The Lords Studio** Design Lead

Chandigarh, India *March 2021 - March 2022*

- Handling creative output for multiple established businesses with strict brand rules & guidelines.
- Brainstorming ideas with business leaders & processing corporate requirements into tangible design solutions.
- Formulating high volume of social media collateral for multiple clients everyday.
- Improving In-House branding & aiding in marketing campaigns.

### **The Muse Ratio** Founder / Design Lead

Ludhiana, India *Feb 2020 - Jan 2021*

- Legacy Studio Project created to elevate design & development standards of local business community in Punjab, India.
- Taking full creative control of internal & external Branding & UI UX Projects.
- Networking with local businesses to understand & deliver on shared community goals.
- Creating client marketing collateral for better competitive positioning with positive conversion.

# Expertise

## Tools

Figma  
Adobe XD  
Adobe Photoshop  
Adobe Illustrator  
Adobe Premier  
Adobe InDesign  
Framer

## Skills

Interaction Design  
UI / UX Design  
Art Direction  
Branding  
Package Design  
Communication  
No-Code Development

## Knowledge

3D & Video Editing  
UX Writing  
Front End Development  
Development Technologies  
Empathy Psychology  
Fashion Design  
Cinematography

# Education

## **Conestoga College**

Waterloo, Canada *2022 - 2023*

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- Graduate Certificate in Mobile Solutions Development.
- Learning UX Design Principles & Development Technologies like C#, Swift, JS, PHP & more

## **Punjab College of Technical Education**

Ludhiana, India *2018 - 2021*

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- Bachelor's Degree in Computer Applications.
- Learning Software Design & Development Technologies like HTML, CSS, C++ & Java

# Endorsements

## **Conestoga Capstone Best Project**

Zink Transit

## **MAAC MCL Best Branding Project**

Evil Animals

# Exempleries

**20 +**

**Projects**

From Startups & Ideas to Products generating Millions in revenue.

**4 yrs**

**Experience**

Served in Industries like Fashion, Fintech, AI, Commercial

**98 %**

**IWIMUS Rate**

Everyone I work with shares the same sentiment - "I Wish I Met You Sooner"