

Arvinder Kaur

ART DIRECTOR & DESIGNER

Creative professional with a passion for print design and visual storytelling.

With 3 years of expertise as a Textile Designer, I excel in print development, from print concept and sketching to final production and execution.

As a recent graduate in Advertising Art Direction, I combine a strong creative vision with technical expertise to craft visually engaging designs that align with brand objectives and resonate with audiences.

CONTACT

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🌐 kaurarvinder.com

🌐 [Print Design Portfolio](#)

🌐 [/arvinderkaurr/](#)

VOLUNTEER

Marketing Team Member
Canadian International Fashion Film Festival
Dec 2022 - Present | 2 yrs 2 mos

ACHIEVEMENT

2024 - Applied Arts Award 🏆
Issued by *Applied Arts Magazine* ·
May 2024

SKILLS

Adobe (Photoshop, Illustrator, InDesign)

Print Development

Conceptualisation

Visual Communication

Marketing & Creative Strategy

Art Direction

Campaign Development

Digital Production

EDUCATION

2024 - Advertising - Art Direction at
Humber College, Canada

2023 - Fashion Management at
Humber College, Canada

2020 - B.Des. Textile Design, *National Institute of Fashion Technology, Kangra, India*

WORK EXPERIENCE



Design Consultant

Tamanna Punjabi Kapoor | Freelance Project
August 2024 - October 2024 | 3 mos

- Developed Gilded in Sonā, a print-focused collection blending Mughal aesthetics with a Mexican twist, featuring vibrant colors, intricate details, and gold embellishments.
- Provided design consultancy to align the collection with the brand's vision.



Creative Intern

Studio idFK, Toronto | Internship
June 2024 - Aug 2024 | 3 mos



Content Research & Calendar Creation

Canadian International Fashion Film Festival | Internship
Sep 2023 - Feb 2024 | 6 mos

- Developed social media post concepts
- Researched and implemented new trends
- Maintained content deck for the team to follow.



Marketing And Business Development Coordinator

Studio idFK, Toronto | Permanent Part-time
Mar 2023 - Feb 2024 | 1 yr

- Managed social media platforms, ensuring consistent and engaging content.
- Product photoshoots and website management.
- Developed and executed digital banner ads and email campaigns for various events, ensuring alignment with brand guidelines.



Textile Designer

House of Masaba, Mumbai, India | Full-time
Jan 2020 - Jul 2022 | 2 yr 7 mos

- Played a key role in the success of the Festive and A/W22 collection, the top-selling collection at House of Masaba private limited.
- Created original print artworks, from initial doodles to final production, showcasing creativity and attention to detail.
- Successfully assisted head designer with fashion illustrations, collection print development, collaboration projects and, received positive recognition for contributions.
- Managed pre-campaign shoot preparations efficiently, including prop and product development.