

# Zainab Varawalla

Senior Designer • Brand Strategist

I am a senior strategic designer with a passion for transforming complex business challenges into compelling visual solutions. I specialize in **presentation design, data design, and brand/corporate design**, with practice areas in data visualization, UI/UX design, illustrations, and digital experiences. **With 8+ years of global experience**, I've built creative solutions for brands including Kraft Heinz, Sobeys, and Molson Coors—turning strategies into experiences. I am a Provisional RGD certified designer who believes every pixel should have a purpose.

Creative Direction • Design & Strategic Thinking • Digital Experiences  
• Team & Project Management • Client Consultation

## WORK EXPERIENCE:

**Sklar Wilton & Associates** | Toronto, ON, Canada

**Visual Designer** - May 2022 to May 2025

**Presentation Specialist** - April 2021 to April 2022

Kraft Heinz • Sobeys • Molson Coors • McCain Foods • Subway • Bimbo Canada  
• Church & Dwight • Riverside • Westjet • Four Seasons

During my four years at Sklar Wilton & Associates, I evolved into a creative leader, spearheading projects for 8+ major clients. I managed a team of 2 freelance designers across 15+ concurrent projects, maintaining a 95% on-time delivery rate. This role taught me to balance creative excellence with operational efficiency while managing budgets, timelines, and stakeholder relationships.

### Key Achievements:

- **Business Development & Strategic Leadership:** Won 3 new client accounts through compelling proposal designs and strategic presentations to C-suite executives incorporating mixed media and interactive components.
- **Brand & Visual Systems:** Spearheaded complete Sklar Wilton brand refresh including website design, internal branding, and event materials; developed design systems and templates for consistent brand communication across all client touchpoints.
- **Data Visualization & Research:** Transformed quantitative and qualitative research data into compelling visual narratives and comprehensive marketing research reports with custom data dashboards serving 10+ departments (i.e., production, strategy, leadership)
- **Client Relations & Growth:** Built strong client relationships and demonstrated strategic thinking that led to promotion from Presentation Specialist to Visual Designer, supporting Fortune 500 company proposals and presentations.

### Key Projects:

- McCain "Future of Food" presentation with integrated data visualization.
- Molson "Empathy Experience" multimedia presentation for executive
- Developed microsites and digital experiences, including Kraft Heinz microsite.

**Various Clients** | Toronto, ON, Canada

**Freelance Designer & RGD Member** - Sept 2019 to April 2021

- Received Provisional RGD Certification, transitioned to Toronto market.
- Part-time designer - **MichaelJazz Apparel:** Revamped website, promotional social media content, developed product mockups and T-shirt designs.  
**Participator Co. Agency:** Created UI/UX designs, website layouts, and iconography for multiple clients.

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## TECHNICAL TOOLS:

Adobe Creative Suite  
(Illustrator, Photoshop, InDesign, After Effects)  
Microsoft Office Suite  
Procreate  
Midjourney  
Miro  
Sketch

## EDUCATION:

### MASTERS IN VISUAL BRAND DESIGN

Domus Academy  
Milan, Italy | 2018

### BACHELOR OF MEDIA STUDIES (ADVERTISING)

Symbiosis Institute of Media & Communication  
Pune, India | 2010-2013

### HIGH SCHOOL DIPLOMA

The Indian High School  
Dubai, UAE | 2008

## CERTIFICATIONS:

### PROVISIONAL RGD

Association of Registered  
Graphic Designers  
Toronto, Canada | 2020-2023

Hiatus taken due to moving cities  
Feb 2019 to August 2019

**Domus Academy & Banale | Milan, Italy**  
**Masters Program & Design Intern** - Jan 2018 to Jan 2019

- Completed Master of Arts in Visual Brand Design at Domus Academy
- **Design Intern at Banale:** recreated website layouts, built icon library, created holiday social media content, and assisted in product photography

**Highlight:** *My master's degree exposed me to strategic design thinking, revealing my unique blend of creative mindset and conceptual clarity, shifting my focus from technical execution to strategic design leadership.*

**The Purple Frame | Dubai, UAE**  
**Founder & Creative Director** - June 2016 to Dec 2017

- Founded dual-service business combining freelance design and event management. Combined graphic design expertise with tangible crafts and developed entrepreneurial skills
- **Design Services:** Created brand identities, corporate branding, and social media content for small businesses across Dubai.
- **Event & Product Design:** Specialized in wedding invitations, baby shower themes, and curated gift experiences including spa hampers with custom coasters, polymer clay items, and candles.

**Mazkara Pvt. Ltd | Dubai, UAE**  
**Design & Content Associate** - March 2015 to May 2016

- Lead designer creating complete brand identity, packaging, and UI/UX for salon/spa search engine startup.
- Designed website, mobile app, and digital interfaces from concept to implementation across 3 platforms.
- Developed all marketing materials, including print and packaging design (stickers, tent cards, brochures), as the sole creative team member in a fast-paced startup environment.

**Mccollins Media | Dubai, UAE**  
**Graphic Designer** - Sept 2014 to Feb 2015

- Worked at digital advertising agency creating print and digital content for local Dubai brands.
- Designed social media graphics and Facebook applications for brands including Doner Kebab, Tips & Toes Salon, and Energizer.
- Developed social media campaigns and promotional materials across multiple platforms.

**Highlight:** *I gained valuable cross-cultural design perspective working across Mumbai's innovation-driven creative market and Dubai's corporate-focused professional environment, adapting solutions for diverse audience expectations.*

**The Glitch | Mumbai, India**  
**Junior Graphic Designer** - Aug 2013 to Aug 2014

- First major role in Mumbai's competitive advertising market with innovative digital-era agency.
- Designed content for digital platforms including social media and websites.
- Worked with major brands including HUL, BedHead, Pears, Estée Lauder, and Kwaliti Walls.
- Gained foundational experience in creative and strategic digital design.

## ADDITIONAL STRENGTHS:

**Global Perspective:** Cross-cultural design experience across North America, Europe, Middle East, and Asia.

**Languages:** English (Native), Hindi, Gujarati.

**Creative Interests:** Custom illustrations, handcrafted design, polymer clay work.