

Leea Contractor

Graphic Designer & Interaction Designer

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Vancouver, BC - Open to remote work
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“ With over four years of professional experience as a graphic designer and a graduate degree in Interaction Design, I thrive in collaborative team environments. As a natural leader, I am passionate about leveraging my design skills and continually exploring new technologies to enhance my work. ”

SKILLS & STRENGTHS

Graphic Design • Web Content Writing • Social Media Management • Adobe Creative Suite • Branding & Identity • Photography • Editorial Design • Content Management • Storytelling
Leadership • Attention to Detail • Collaboration • Time Management • Problem solving • Multitask • Organised

PROFESSIONAL EXPERIENCE

- Oct 2024 – Present **Faculty Assistant - Art and Design department** | Arts Umbrella | Vancouver | Contract Part-time
- Engage with students, offering guidance and hands-on help with assignments to enhance creativity and learning, while ensuring their safety and well-being.
 - Support instructors with class preparation, studio maintenance, and supply organization for students ages 2–22.
- Oct 2023 – Present **Multi-Media Designer/Administrative Assistant** | Sanford Housing Society | Vancouver | Full-Time
- Developed comprehensive social media strategies, increasing Instagram engagement by 20%.
 - Designed visually appealing infographics and interactive presentations using Adobe Creative Suite, streamlining content creation and communication.
- Apr - May 2024 **Social Media Manager** | The Credeaux Canvas | Vancouver | Contract
- Created engaging and high-quality content in text, image, and video formats, achieving high levels of user engagement and interaction, increasing engagement by 56.5% and followers by 33.8% in one month, on Instagram and Tiktok.
 - Developed and executed social media strategies and campaigns to promote event activities, leading to a significant boost in ticket sales and online participation.
- Feb - Jul 2024 **Graphic Designer** | VLMMFSSS | Vancouver |Freelance
- Designed compelling infographics and brochures for the Enhancing Wellness – M4Y Project, boosting project awareness by 60%.
 - Translated complex research into clear, visually appealing designs, improving communication of key insights to diverse audiences.
 - Ensured consistent branding across marketing materials, elevating project visibility and outreach.
- Nov 2023 - Aug 2024 **Website Designer** | MIZA Architects | Vancouver | Contract
- Migrated the company’s WordPress site to a new hosting provider, implemented a new theme, and redesigned key assets and pages for enhanced user experience.
 - Conducted thorough testing and debugging to ensure website functionality and compatibility across various browsers and platforms.

- Aug 2023 - Jun 2024 **Website Designer** | Zoroastrian Society of British Columbia | Vancouver | Freelance
- Led the redesign of the entire website, applying modern design principles that boosted visitor engagement by 50%.
 - Implemented responsive layouts and user-centered design methodologies, enhancing overall user experience.
- Jan – Mar 2023 **Graphic Designer** | ECU Master’s in Fine Art Thesis Exhibition 2023 | Vancouver | Contract
- Created dynamic poster designs and engaging social media content within tight deadlines, contributing to the exhibition’s success.
 - Collaborated with event organizers to ensure cohesive branding across all promotional materials.
- Jan - Apr 2022 **Graphic Designer** | Jarr through the Shumka Center | Vancouver | Contract
- Conceptualized and designed an interactive web page, effectively showcasing the business’s impact.
- Jan - Mar 2022 **Communication Designer** | Leaning Out of Windows (LOoW) Exhibition | Vancouver | Contract
- Developed visually captivating designs that effectively communicated the exhibition’s themes, improving audience connection and engagement.
- Nov 2019 – Jun 2021 **Associate Creative Manager** | Xpert Services at the Dawn Media Group | Karachi | Full -Time
- Led over 20 annual marketing campaigns, increasing engagement by 25%.
 - Spearheaded the design of print and digital campaigns, boosting brand awareness by 15%.
 - Collaborated cross-functionally to ensure creative consistency, while managing projects from concept to completion within deadlines and budgets.
- Feb 2018 - Oct 2019 **Junior Graphic Designer** | Xpert Services at the Dawn Media Group | Karachi | Full-Time
- Collaborating in a multidisciplinary setting alongside editorial staff, the photography department & other stakeholders.
 - Designed over 50 print and digital marketing assets monthly, contributing to a 20% rise in client satisfaction.
 - Created social media graphics and web banners that significantly increased user engagement.
 - Worked closely with editorial teams and stakeholders to ensure alignment across campaigns.
- Sept - Nov 2018 **Graphic Designer** | Mosaik De Abrafaxe - Institut FÜR Auslandsbeziehungen | Berlin | Fellowship
- Designed layouts, illustrations, and print materials for various publications, maintaining high standards of visual communication and branding.
- Sept 2016 - Nov 2017 **Graphic Executive** | AzCorp Entertainment | Karachi | Full-Time
- Created engaging graphics for a children’s gaming application, enhancing the app’s user experience and visual appeal.

EDUCATION

- Sept 2021 - May 2023 **Master of Design (Interaction)**
Emily Carr University of Art + Design
- Jan 2014 - Dec 2017 **Bachelor of Design (Communication Design)**
Indus Valley School of Art and Architecture

LANGUAGES

English IELTS Academic - 7.5	Urdu Spoken & Written	Gujarati Spoken
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