

# Sagana Mahalingam

sagana.ca  
hi@sagana.ca  
linkedin.com/in/sagana

## Experience

### Freelance Designer • sagana.ca

May 2016 — Present

I work closely with clients to provide full service design on projects spanning print, digital, motion, video, interaction, and product design.

### Product Designer • BrainStation Capstone

June 2020 — September 2020

I defined and designed the full product experience for a financial mentorship platform from research, sketches, wireframes, prototypes, usability tests, brand identity, and marketing collateral.

### Senior Graphic Designer • Region of Peel

September 2018 — Present

I acted as design lead on over 25+ campaigns across print, digital, social and motion design using Adobe CC suite of apps. I improved the client feedback process which reduced errors and time spent by 30%.

### Graphic Designer • City of Brampton

July 2017 — June 2018

I effectively managed internal and external facing clients from brief to final asset delivery with speed and transparency on multiple campaigns across print, digital, and social design.

### Team Lead + Designer • City of Toronto

November 2016 — December 2016

I was tasked with art direction, strategy, and branding for this pilot project which increased community engagement and participation by 200%.

## Skills

### Tools

Adobe CC  
Figma  
Sketch  
InVision

Zeplin  
Webflow  
WordPress  
HTML & CSS

### Product

Research  
Wireframing  
Prototyping  
User testing

### Design

Graphic design  
Motion graphics  
Video editing  
Photography

## Education

### User Experience Design Diploma • 2020

BrainStation

### Graphic Design Advanced Diploma, Honours • 2016

Seneca College