



BINAYPREET KAUR SINGH

GRAPHIC DESIGNER, PHOTOGRAPHER, ILLUSTRATOR

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510.378.8349

EDUCATION

UNIVERSITY OF THE PACIFIC STOCKTON, CA, 2017

Bachelor of Fine Arts (B.F.A.) Graphic Design

Bachelor of Arts (B.A.) Psychology

ACCOMPLISHMENTS

Marketers That Matter Finalist with In-Shape Health Clubs

Katelyn James Photography: Lighting & Location Course

Katelyn James Photography: Posing Course

Department of Art & Graphic Design Award, UOP

Applied Psychology Award, Department of Psychology, UOP

Sarah Ida Shaw Award Nominee, Delta Delta Delta Fraternity

LICENSES & CERTIFICATIONS: LINKEDIN LEARN

Responsive Design Workflows Improve SEO for Your Website

HTML Essential Training Photoshop for Web Design

PowerPoint Presentations Marketing on Instagram

HubSpot Academy Content Marketing Certified

QUALIFICATIONS

PROGRAMS

Illustrator	●●●●●	Premiere	●●●●●
InDesign	●●●●●	Photoshop	●●●●●
Lightroom	●●●●●	Microsoft Office	●●●●●
After Effects	●●●●●		

SKILLS

Brand Identity	Digital Advertising	Content Marketing
Social Media	Typography	Search Engine-
Illustration	UX/UI	Optimization (SEO)
Photography	Package Design	Public Speaking
Vector Graphics	Motion Graphics	Time Management
Multi-page Layout	Copywriting	Customer Service

WORK EXPERIENCE

PHOTOGRAPHER, LIFETOUCH JULY 2019-PRESENT | SACRAMENTO, CA

Provide excellent customer service to parents, school personnel, and students

Independently run the set-up, take-down, and photography of own station

Maintain and transport equipment in a safe manner

Respect confidentiality of school and student-related information

Work closely with staff to support students and effectively resolve issues

Support team members in all facets of Picture Day

GRAPHIC DESIGNER, IN-SHAPE HEALTH CLUBS

JUN 2017-JULY 2019 | STOCKTON, CA

Develop and collaborate on design campaigns per seasonal marketing initiatives while adhering to brand standards

Create engaging and user-friendly design flexible to digital and print media

Collaborate cross-functionally to streamline processes for recurring projects

Communicate directly with project owners to effectively understand their needs

Curate branded lifestyle and product photography with consistency in composition and editing

Recruit talent for lifestyle photography, directing the style and communicating the purpose/vision to ensure clear expectations and direction

Add value by creating a unique library of illustrations and vector graphics

Demonstrate cost-efficiency and attention to detail by creating graphics and photography in-house rather than relying on stock purchases

Maximize productivity with organized deliverables and time management

Brainstorm and collaborate to take designs from concept through production to deliver work appropriate to each respective platform

SALES ASSOCIATE, FOREVER 21 MAY 2017-OCT 2017 | STOCKTON, CA

Ensure great customer service by assisting in location, availability and selection of merchandise specific to customer's needs and company promotions

Maintain store selling floor, fitting rooms, and visual display presentation

Adhere to company policies, procedures, and loss prevention practices

Complete sales transactions and maintain proper accountability at registers

Efficiently process merchandise returns and exchanges

Contribute to a welcoming and helpful customer shopping experience

GRAPHIC DESIGNER, ASUOP MAY 2015-MAY 2017 | STOCKTON, CA

Conceptualize, plan, and design printed and digital pieces including but not limited to: full-color magazines, advertisements, brochures, pamphlets, flyers, posters, charts, invitations, social media, web graphics, and emails

Adhere to university brand identity standards

Listen, question, prioritize and translate business needs and marketing goals into strategic deliverables, from conception through production

Maintain digital archives and sample libraries of university design projects

Stay abreast of industry technology, techniques, trends and best practices to sharpen skills and to share insights with other team members