

Kalbinder Kaur Atwal

Award-winning senior creative professional with 20+ years of experience at top Canadian Bay Street law firms and in London's financial sector. Strategic thinker with expertise in design, marketing, branding, and publishing.

Technical Skills

InDesign
Photoshop
Illustrator
Firefly
Dreamweaver
After Effects
Premiere Pro
Acrobat/AODA
HTML
Basic CSS
Word
PowerPoint
Outlook
Teams
Wrike
Mac/PC
Familiar with Chinese and Arabic typography

Awards

Eight time winners of Canada's leading law firm brand in the Thomson Reuters Canada Law Firm Brand Index, since the index started in 2012.

Silver Canadian Printing Award by PrintAction Magazine, for Blakes TIFF invitation.

Staff Incentive Award by Securities Institute, for designing Intranet using Dreamweaver.

Employment

2012 – 2025

BLAKE, CASSELS & GRAYDON LLP, TORONTO

Senior Graphic Designer/Supervisor, Creative Services, Client Relations & Marketing

- **Brand:** Oversee the firm's visual identity, ensuring materials follow firm standards and AODA compliance. Manage quality control for assets from designers and freelancers, and maintain stationery templates.
- **Website:** Since the website's re-launch in 2020, I presented a number of recommendations to upper management. My team and I worked on mockups and produced hundreds of mastheads and hero images. I sourced images daily and created assets for desktop, tablet, and mobile views.
- **Social Media:** Create templates; design bilingual static and motion graphic assets for the firm's main and student recruitment LinkedIn, X, Facebook and Instagram channels, as well as lawyers' individual accounts.
- **Collateral:** In 2013, 2016, and 2021, I led redesign projects to optimize collateral for print and digital formats; built the style-sheeted templates; created an accompanying Word template for content customization and completed the formatting of 100+ titles in both English and French within six months.
- **Events:** Design mailing banners for desktop/tablet/mobile view; code evites in Dreamweaver; create webcast wraps and motion graphic lower thirds; create numerous bespoke invitations for high-profile events by collaborating with vendors for custom designs.
- **Templates:** I collaborated with stakeholders to create branded Microsoft templates for PowerPoint, Word and Outlook, to meet office and time zone needs.
- **Advertising:** Develop advertising campaigns for local, national, and international objectives, with ads in The Globe and Mail and National Post. Manage logo placements for sponsorships and branded swag.
- **Team Development:** Mentor and hire designers, ensuring software and hardware needs are met, and train new marketing hires on processes. Manage freelancer sourcing, contracts, and invoicing, overseeing the entire workflow to ensure timely, on-brand deliverables.
- **Outsourcing:** Responsible for sourcing, interviewing, hiring, arranging contracts and processing freelancer invoices; oversee the complete workflow by providing on-brand briefs, collecting supporting materials, proofreading, filing final assets and working within budget/scheduling requirements.
- **Printing:** collaborate with internal printers to ensure firm colours match Pantone's system; maintain internal collateral print guidelines; work with external vendors to create banner stands and display booths.
- **Digital Asset Management:** manage over 1,000 lawyer photos, ensuring they meet brand standards and are available in multiple formats. Conduct competitive analyses of stock image suppliers.
- **Client Relations:** I've built strong relationships across all 7 offices by assessing needs and delivering tailored solutions, collaborating with Business Development, Marketing Tech, Communications, Digital, and Translation teams, while maintaining a positive attitude and fostering a collaborative working environment.

2006 – 2011

MCCARTHY TÉTRAULT LLP, TORONTO

Graphic Designer, Marketing

- Management of complex print projects, including storyboarding, creative briefs and obtaining quotes
- Migration of several communications elements to the current firm visual identity
- Liaising with design agencies as well as with freelance designers and providing training
- Format and design of marketing collateral such as brochures, infosheets, newsletters and ads
- Creating electronic assets such as evites and web banners; maintaining marketing intranet section
- Designing, proofing and providing strategic creative direction on external and internal event collateral
- Templating seminar materials such as binders, cover pages and session papers
- Digital asset management of lawyer photos; Procuring and maintaining a collateral image databank

Creative Skills

Attention to detail
Communication
Collaboration
Creativity
Critical thinking
Design principles
Editing
Ideation
Multitasking
Organization
Problem solving
Project planning
Time management

Short courses

Mental Health First Aid
Premiere Pro
After Effects
Dreamweaver
Life Drawing
Theatre Design
Ceramics

Languages

English – fluent
French – basic
Punjabi – basic

Other

IAQ Introduction
to Securities &
Investment Award

British/Canadian
dual citizen

1999 – 2006

SECURITIES & INVESTMENT INSTITUTE, LONDON, UK

Design & Marketing Media Executive, Marketing

- Lead in-house designer for all marketing collateral, including brochures, stationery, advertisements, display stands, logos, catalogues, annual reports and web assets
- Completion of a major re-branding project and management of the corporate identity
- Creating high impact, international marketing materials, resulting in successful global brand awareness
- Supervising staff, managing workflows, liaising with warehouses, maintaining stock reports

Print & Production Executive, Publications (until 2004)

- Researching potential book titles, sourcing proofreaders and commissioning authors
- Creation of a production schedule and editions chart; copy chasing to ensure deadlines are met
- Compilation of publishing house-style; creating templates; typesetting perfect bound/loose-leaf books
- Designing book covers; illustrating diagrams; liaising with external printers; negotiating contracts
- Building an award-winning Client Services intranet page and also a demo Book Club site

1999

THE SUNDAY PEOPLE NATIONAL NEWSPAPER, LONDON, UK

3 month internship, Personal Assistant to the Deputy Editor

- Dealing with telephone inquiries; managing mail and replying to correspondence; arranging travel reservations; booking couriers; maintaining holiday records; processing expenses

1998 – 1999

PETER MURRAY ASSOCIATES, LONDON, UK

Copywriter & Marketing Assistant

- Writing and designing promotional materials; design of company visual identity; placing recruitment ads and arranging interviews; training staff in various offices; writing a 12,000-word company manual

Education

2023

GEORGE BROWN COLLEGE, TORONTO

Digital Video Editing using Adobe Premiere Pro

- Grade: 93%

2021

CENTENNIAL COLLEGE, TORONTO

Adobe After Effects

- Grade: A+ (GPA 4.500)

2000

FUTURE SOLUTIONS, LONDON, UK

Website Design & Creation using Dreamweaver

- Grade: Distinction

1997 – 1998

UNIVERSITY OF WESTMINSTER, UK

Post Graduate Diploma in Periodical Journalism – Merit

- **Distinctions:** Layout & Design; Multimedia Web Design; Media Law & Ethics
- **Merits:** News & Feature Writing; Professional Writing; British Society & Politics
- **Passes:** Photojournalism Masters module; Context of Journalism; Sub-editing

Internship at Eastern Eye, national weekly newspaper

- Conducting interviews and vox pops; attending press conferences; writing news and feature articles; photo research and photography; assisting in the organization of *Britain's 100 Richest Asians* event

1994 – 1997

UNIVERSITY OF LUTON (NOW BEDFORDSHIRE), UK

Bachelor of Arts with Honours, Media Practices – 2:1

- **Thesis:** editor, writer and designer for *Fusion: Tomorrow's Dominant Culture* magazine for talent in creative sub-cultures. Also, Script Adviser for *NoirVerité* short film, screened at Portobello and Naples Film Festivals
- **Journalism:** sub-editing; layout; writing and illustrating for *Sheep* student magazine
- **Publishing:** designing book covers; logos; magazine layout; writing blurbs and book reviews
- **Television:** producing, writing and editing short documentary, *Ethnic Arts In Britain*