

Kalbinder Kaur Atwal

Award-winning senior creative professional, with over 20 years of combined experience at major Canadian Bay Street law firms and the financial sector of London, UK. Highly motivated strategic thinker with a strong background in design, marketing, branding and publishing.

Technical Skills

InDesign
Photoshop
Illustrator
After Effects
Premiere Pro
Acrobat/AODA
Dreamweaver
HTML
Basic CSS
Word
PowerPoint
Outlook
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 – NOW **BLAKE, CASSELS & GRAYDON LLP, TORONTO**
Supervisor, Creative Services, Client Relations & Marketing

- **Brand:** oversee the evolution of the firm's visual identity by ensuring materials follow firm standards; perform quality control on assets developed by designers and freelancers. Making assets AODA compliant; responsible for maintaining all firm stationery templates
- **Team Development:** I continue to develop my team by hiring and mentoring designers to meet their objectives; attend RGD In-House Designer webinars and share my learnings to improve processes and promote best practices; ensure that software and hardware are current/functioning to fulfil job requirements; responsible for training all new Marketing hires about my team's services
- **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
- **Client Relations:** as the point person for other departments (Lawyers, HR, Finance and IT), I have built strong relationships in all 7 offices, by evaluating needs, providing tailored solutions for all deliverables. I also work directly with Business Development, Marketing Tech, Communications, Digital and Translation teams to provide bespoke solutions while maintaining a positive attitude and fostering a collaborative working environment
- **Website:** the firm's website was re-launched in 2020. Over two years, my team and I mocked up and presented recommendations to upper management, then output hundreds of mastheads and hero images. I continue to source images daily and create desktop/tablet/mobile assets to support the website
- **Social Media:** create templates; design bilingual static assets and motion graphic videos for the firm's main and student recruitment LinkedIn, X and Instagram channels, as well as lawyers' individual accounts
- **Collateral:** in 2013, 2016, and 2021, I project managed collateral redesign to optimize them for print and electronic purposes; built the style-sheeted template that ensured consistency throughout the suite; created an accompanying Word template for content customization and completed the formatting of 100+ titles in both English and French within six months
- **Invitations:** design mailing banners for desktop/tablet/mobile view; code the content in Dreamweaver; create webcast wraps and motion graphic lower thirds; I also create numerous bespoke invitations for high-profile events such as TIFF screenings, an audience with the Governor-General, David Bowie exhibit, by collaborating with vendors specializing in pop-up cards, wood laser etching and foil stamping
- **Templates:** meeting with stakeholders to assess their needs and then creating branded Microsoft templates, e.g., PPT Proposal template and Outlook mailing templates, to be populated in offices in different time zones or outside of regular office hours
- **Advertising:** develop strategic advertising campaigns to support local (charities, student recruitment), national (practice groups) and international (firm) objectives. My ads have been posted to The Globe and National Post. I also design and approve logo placements for sponsorships and branded swag items
- **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, display booths and invitations
- **Digital Asset Management:** work with photographers to ensure 1,000+ lawyer photos adhere to the brand/naming conventions and are available in multiple formats; archive old assets; retouch lawyer photos at their request; work directly with Getty Images to ensure our subscription is fully utilized; conduct an annual competitive analysis of stock image/video suppliers. Utilize AI to create net new assets.

Creative Skills

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

Short courses

After Effects
Premiere Pro
Dreamweaver
Life Drawing
Theatre Design
Ceramics

Languages

English – fluent
French – basic
Punjabi – basic

Other

IAQ Introduction
to Securities &
Investment Award

British/Canadian
dual citizen

Mental Health
First Aid – basic

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 e-vites 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

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

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*