

Vik Mistry

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Professional Summary

Multidisciplinary designer with 10+ years of experience across brand, digital, motion, and event design. Skilled at translating strategy into compelling visual systems and cross-platform creative. Known for delivering high-impact campaigns, digital content, and activations through strong storytelling, collaboration, and craft. Comfortable owning projects end-to-end—from research and ideation to production, iteration, and presentation.

Core Competencies: Brand Design, Digital & Social Content, Motion Graphics, Experiential Design, Creative Concepting, Art Direction

Education

Seneca College – Graphic Design (Ontario Advanced Diploma)

Recent Experience

Conyers

2021 – Present

Senior Specialist, Brand and Design

- Design digital and print assets across web, mobile, email, presentations, motion, and event materials while maintaining high visual standards.
- Translate brand strategy into cross-platform campaigns and visual systems used globally across Business Development, Marketing, and Digital teams.
- Partner with cross-functional stakeholders to develop cohesive visual experiences that align with strategic goals.
- Build event design elements for corporate events and internal activations.
- Developed a full library of self-serve design templates (newsletters, social assets, infographics, banners, event materials) to streamline content production.
- Manage digital asset organization, including tagging, metadata structures, and preparation of branded images for web, social, and email channels.
- Lead concept development, creative briefing, iterative feedback cycles, and production workflows.
- Edit video content and motion assets for campaigns and internal communication.
- Research competitor trends and explore new tools, including AI-driven workflows, to improve creative efficiency and reduce production time.

First Chance Design

2015 – 2021

Freelance Digital Marketing & Design Consultant

- Delivered creative and digital solutions for clients across banking, insurance, law, and creative industries.
- Produced brand identities, visual systems, websites, digital ads, and social campaigns.
- Led design strategy, CRM/CMS integration, SEO, and multichannel digital marketing initiatives.
- Managed client communication, project scope, and end-to-end production.

AGF Investments Inc.

2016 – 2019

Design and Production Specialist

- Produced digital content for investment communications, including motion graphics and video assets.
- Contributed to AGF's global rebrand by applying new visual standards across digital and print channels.
- Designed presentation templates, digital assets, and communication materials for firm-wide initiatives.