

Screenshots are not available here for proprietary and confidentiality reasons.

**Pankaj Patel**

URL : [www.patelpankaj.com](http://www.patelpankaj.com)

## PROFESSIONAL EXPERIENCE IN CANADA

Hi-Lite Graphics Inc., Toronto, ON  
Graphic / Web Designer

06/08 - 09/08

Durabuilt Windows & Doors Inc., Edmonton, AB  
Graphic Designer

10/08 - Present

## MAJOR PROJECTS AT DURABUILT WINDOWS & DOORS

### Advertising Campaign

- **Fall Renovation Offer Campaign (save up to \$1500/- on your windows & door renovation).**

We did the direct mailer with innovative way. Exclusively designed the bag with renovation brochure, offer flyer and hanged on entry doors of houses at specific area to promote the offer. Also designed the signage for banners, bill board, and print ads as well as developed flash animated banner for online promotion.

- **IMS Certification Promotion Campaign.**

Designed the logo for IMS Certification. Working with team and designed unique concept for the direct mailer. Also designed the signage for banners, bill board, and print ads as well as developed flash animated banner for online promotion.

- **Three's Comfortable Renovation Event**

Designed very well balance both graphical components for montage and Free Triple Pane which was our main offer. Worked with team, professional photographer and photo shoot with professional models. Designed the offer flyer, news paper ads, banners, bill board, posters as well as flash animated banner for online advertising.

### Print Collaterals

- **Door Collection :** Design the catalogue with clean and consistent layout from cover page to last page. It has more than 100 four color pages with a fold back cover. Worked with team and professional photographer for product photo shoot. I had also designed logos/icons for many new door products. We had received a positive feedback from our management, team members, customer and our supplier.

- **Window Collection :** Designed the catalogue with consistent other product catalogues. It has 100 four color pages. Worked with team and professional photographer for product photo shoot. Also designed icons for various product collections.

- **Condensation Brochure :** Designed 2 fold brochure which have technical information about condensation.

- **DuraQuote 360 Brochure:** Designed 2 fold brochure for new integrated quoting software.

### Logo Design

- **ABP Windows & Doors** which is a division of Durabuilt: Designed Corporate Identity, stationery, presentation folder and sign decals for vehicle.

- **Eclipse:** logo for new product

- **DuraQuote 360:** Corporate identity for new integrated quoting software.

- **Durabuilt Windows & Doors - Corporate Identity:** Designed two distinguished contending concepts. Developed detailed rational document for both concepts. Also designed stationery package, signage for show rooms and vehicles, window labels, promotional merchandise to visualize the complete rebrand roll out.

### Company Website Design

Lead the design for complete website. Designed the website from the scratch with user friendly and clean layout. Working with team, developer and build the web pages with CMS (Content Management System). Build the interactive product application in Flash. User can configure the different options to the product to get the complete visual demonstration of the product. Optimized the images and PDFs for product catalogues, product information sheets for quick download.