

Apoorva Chugh

ABOUT ME

I'm a multi-disciplinary creative specialising in digital design & video editing! View my work [here!](#)

CONTACT

apoorvachugh2000@gmail.com
+1 437-229-9870

EDUCATION

Film Production Major & Marketing Minor
BFA York University 2022


ACHIEVEMENTS & AWARDS

- Member of Deans Honour List
- CineSiege Award for Best Documentary 2020
- Finish Line Runner Up Best Editing 2019
- IB Creativity Award 2018
- IB High Honour Roll 2018
- Gold Medalist Under 19 Varsity Badminton 2017/18


SKILLS & TOOLSET

- Creative Thinking
- Innovation
- Problem Solving
- Communication
- Planning
- Time management
- Team work
- Adobe Premier Pro
- Adobe Photoshop
- Adobe Indesign
- Adobe XD
- Figma
- Microsoft Office
- ProTools

FIND ME & MY WORK!

 www.apoorvachugh.com

 [LinkedIn @Apoorva Chugh](#)

 [Instagram @byapoorva](#)

WORK EXPERIENCE

Digital Designer

Naked Creative | 2023 - Present

- Collaborate with art directors, copywriters, and creative directors on campaigns across print and digital platforms.
- Design and develop wireframes, websites, and landing pages, prioritising seamless user experiences and tailored user interfaces.
- Produce and edit videos and motion graphics for multiple campaigns.
- Clients include: The Globe and Mail, The Princess Margaret Cancer Foundation, Globe Media Group, Livingston International, and Quark Expeditions.

Graphic & Motion Designer

The Turn Lab | 2022 - 2023

- Created engaging video and static content for social media by editing and custom content creation for Mattamy Homes.
- Multiplied viewership by over 16x, increasing reel views from 3000 to over 50,000+
- Executed a successful campaign for Just Meeting Rooms involving concept ideation and media asset design.
- Designed diverse marketing materials (brochures, signages, infographics, videos, handouts, flyers, and emails) to maximize brand awareness.

Live Client Learning

York University | 2022

- Selected for a competitive 6-student marketing course, tackling real-life client challenges
- Presented insights and creative marketing solutions for clients including Philips AVENT, The Turn Lab, Castlebreck, and Revol Events
- Designed impactful graphic and video content for all clients
- Impressed The Turn Lab, leading to a Design Internship and a full-time permanent role after graduation.

Multimedia Assistant

AMPD York University | 2019 - 2022

- Executed the "Small/Big campaign" through creation of engaging media assets (posters, videos, landing pages, social media assets) to boost awareness and engagement.
- Oversaw end-to-end production and editing of marketing support materials, including coordinating shoots, conducting interviews, and handling post-production tasks.