
Contact

anything@sajrana.com
sajrana.com

Socials

[linkedin.com/in/sajrana](https://www.linkedin.com/in/sajrana)
[instagram.com/sajrana](https://www.instagram.com/sajrana)

Skills

Photoshop
Illustrator
InDesign
Lightroom
Sketch
Figma
Keynote
Pages
Numbers
Excel
Procreate
Wrike

Languages

English
French
Gujarati

Education

Dawson College
Graphic Design
Sep 2012 — May 2014

Expertise

Graphic Design
Creative Direction
Art Direction
Photography
Curation
Presentation and Layout
Visual and Brand Identity
Apparel Design
Apparel Production
Project Management
Operations & Logistics
Account Management

Experience

Apple
Visual Designer
Jan 2024 - Dec 2025
Montreal, QC, Canada

- Producing visual assets using Adobe Suite, Keynote and Sketch to support various programs, campaigns, initiatives and experiences catered to Apple Retail's store teams and customers.
- Contributing in design development for internal presentations and deliverables for various executive and leadership audiences.
- Working cross functionally with designers, writers, strategists, producers, and other members within the Worldwide Retail Engagement and Marketing team.

Soft Spoken Co.
Co-Founder + Creative Director
Jun 2017 - Present
Montreal, QC, Canada

- Leading a 6-person team behind an independent recording artist by enforcing strategy, world building, marketing, and operational logistics to develop a variety of deliverables to support the release of Singles, EPs, and Albums.
- Designing cover arts, pitch decks, press kits, merchandise, mood boards, music video treatments, style guides, social media assets, website and blog posts.
- Co-managing the artist and assisting in stake holder comms to brand partners in the entertainment space.
- Shooting, directing, and facilitating music videos, editorials, and brand shoots.

The Doghouse Studio
Senior Art Director
Sep 2022 - Jun 2023
Toronto, ON, Canada

- Leading design development for websites, pitch decks, white papers, brand identities, and various collateral assets requested by brands, artists and corporate clients.

Experience (cont.)

PUPIL**Art Director**

May 2022 - Aug 2022

Montreal, QC, Canada

- Co-lead the creative and design team for Sean Leon's HERD IMMUNITY Vol. 1 mixtape branding.
 - Designed visual assets for Sean Leon's 2023 album.
 - Designed the company's portfolio decks, client decks and one-sheets.
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Apple (Retail)**Business Expert**

Apr 2019 - May 2022

Durham, NC, USA

- Consulting and managing ~450 small/medium business accounts.
 - Assisting businesses by introducing ways to leverage Apple technology with third-party tools/software to increase overall efficiency and productivity.
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Apple (Career Experience)**Visual Designer**

Jan 2021 - Jun 2021

Durham, NC, USA

- Collaborated cross-functionally across teams to create a variety of visual assets for internal media channels used by Apple's global retail teams.
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Apple (Retail)**Specialist**

Apr 2018 - Apr 2019

Durham, NC, USA

- Provided complete solutions for each customer's unique needs with a combination of hardware, software, and accessories from Apple and other third-parties.