

Tahini Moitra

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PROFILE

I'm a multidisciplinary graphic designer with a passion for clear communication, accessible design, and impactful storytelling. With 8 years of international design experience spanning federal government communications, higher education, and brand development, I specialize in creating cohesive visual systems that are both strategic and people-centered. From social media campaigns and corporate rebrands to print publications, icon systems, and digital engagement tools, my work is guided by a commitment to inclusivity, detail, and thoughtful design. I thrive in collaborative environments where design serves a greater purpose—connecting people, simplifying information, and making content both functional and beautiful. I am an enthusiastic team player that's highly self-motivated, strategic, and passionate in my problem solving, creative thinking and team building.

WORK EXPERIENCE

INFORMATION OFFICER (GRAPHIC DESIGNER) AT CANADA REVENUE AGENCY

February 2021 - Present

- Designs, Illustrates and develops Infobytes, Infographics, Banners, and other graphic materials from conception to final production for print, web-ready applications and Social Media content in both English and French.
- Liaises with clients from the Canada Revenue Agency to determine their graphic design requirements and requests, as well as provides advice on optimal design, layout and production choices to achieve client objectives. Develops electronic solutions to support graphic design and production assignments by producing web-ready electronic files for web posting and electronic distribution.
- Applies the Government of Canada's official symbols, signage and communications using branding guidelines in various design projects. Designs and produces CRA's identifiers, logos, and insignia, taking into account policy and visual image protocols, as well as copyright of images, diversity and inclusion.
- Ensures a common approach to identify the Government of Canada on all social media platforms.
- Acts as a team leader and community builder by taking initiatives to create new branding concepts, illustration ideas, promo materials and social media material.
- Manages and runs the Creative Services Inbox which includes responding to and addressing queries and creative requests across the Agency.
- Applies Production, Postproduction and editing skills to identify missing information or errors in documents, graphic designs, web pages and to recommend or develop solutions.
- Provides a wide range of Design services including design concepts, layout and production of print and web-ready graphic products for the CRA and its clients in both English and French.
- Applies accessibility in design as a top priority in creating digital content, graphics, icon sets and other design materials keeping in mind colour contrastor guidelines, font accessibility, navigational ease and interactivity.
- Was part of the Creative Services design team that successfully re-designed, rebranded and launched the New Corporate look of the Canada Revenue Agency that is now being implemented Agency wide.

GRAPHIC DESIGNER AT ALGONQUIN COLLEGE

September 2025 – Present

- Sole designer for the R3 Project (Redesign, Rethink, Reimagine), supporting college-wide digital transformation initiatives.
- Designed the "R3 Big Book of Benefits", a strategic communication tool outlining project objectives, benefits, and impact.
- Created a series of large-scale training room murals—visually mapping the R3 planning stages with precision, in collaboration with the print shop and project stakeholders.
- Developed custom Change Champion avatars, personalizing project communications and internal engagement.
- Designed email banners, PowerPoint presentations, and social media posts (Meta) to promote the launch of the student thesis portal, ensuring accessibility, branding alignment, and student engagement.
- Created multiple email banners using Algonquin's mascot "Wolfie," with flexible visual assets tailored to different campaign messages directed at students.
- Worked collaboratively on the college's internal communications team to design program/course promotional posts, branded email templates, and event graphics aligned with the college's visual identity and accessibility standards.
- Ensured all digital and print materials reflect accessibility best practices, including typography, colour contrast, and responsive design across platforms.

PRODUCTION DESIGNER AT WOWTECH

July 2019 – Jan 2021

- Lead the production, design and preparation of die lines and final artwork to be sent to printer.
- Managed production, distribution of products and design workflow between Canada, China and Germany.
- Implemented detail-oriented solutions to packaging and designs of product assets by working with the product development team, marketing, public relations and sales team.
- Translated, illustrated and designed quick start guides and online user manuals into 15 languages.
- Acted as a team leader and community builder by taking initiatives to create new packaging concepts, campaign ideas, promo materials, merchandising kits and social media materials.

PRODUCTION DESIGNER AT CANADIAN GEOGRAPHIC

Feb 2018 – July 2019

- Prepared and lead Production, Design and preparation of all magazine and supplement pages in both English and French.
- Coordinates magazine workflow internally to ensure publication meets its deadline and finalizes files before sending to the printer.
- Worked on creating, designing and prepping Digital Files for online version of Canadian Geographic Magazine.
- Monitored production and tracking down materials for in-book, paid, contra and house ads.
- Implemented refinements to the production process of the editorial pages in consultation with the Creative Director, Managing Editor and Editorial team.
- Conducted and held weekly morning meeting to keep teams advised of status and changes on all projects.

PROFESSIONAL COMPETENCIES AND FOCUS

Delivering Innovative Design and Production

- Proficient and knowledgeable of PC- based software including Microsoft office products: Word, Power Point, Excel, and Outlook.
- Proficient and knowledgeable in Adobe CC software: Adobe Illustrator, Photoshop, In-Design and Acrobat.
- Possesses a blend of creative and technical skills with an eye for detail. Works extensively with graphic design and creative concept teams to achieve the branding and vision of organizations, companies and agencies.
- Provides recommendations and performs actions regarding web content, print, creative projects, image manipulation and social media content

Coordination and Monitoring

- Maintains confidentiality of materials pertaining to CRA internal files a while designing case specific documents and other publications.
- Exceptional communication, adaptable, interpersonal and problem-solving skills attained through experience as a Permanent Resident of Canada working in a fast-paced environment
- Managed multiple work projects and individuals in North America and Europe in the production, design and packaging of multiple products and design outputs
- Coordinated large number of individuals in multiple departments across Canada in the development and design of multiple publications, web content and digital media

Delivering Design and Administrative Excellence

- Exercises judgement in the prioritization of work assignments taking into consideration client, agency and team needs and when making independent design decisions and products
- Possesses a strong Interpersonal and negotiating skills while working with clients and team leads regarding deadlines and project deliverables and to work in a close-knit, self-directed team environment.
- Highly effective organizational and case-file management skills through prioritization of competing priorities within the publication industry, private sector and public sector.
- Managed and coordinated marketing, product development and design of products across North America, Asia and Europe

EDUCATION

Algonquin College of Applied Arts and Technology, Honors Graphics Design	2013 – 2016
Algonquin College of Applied Arts and Technology, Honors in Pre-Animation and Illustration	2011 – 2013
Sheridan College Institute of Technology, Honors in Art Fundamentals	2010 – 2011

AWARDS, RECOGNITION AND EVENTS

Featured Collage Art at the Ottawa Art Gallery; Galerie Annexe	December 2019 – January 2023
Host of Collage Design Workshop, Terra 20 for Hintonburg Happening	May 2017
Mixed Media Collage Art Show, HighJinx Community House	March 2017
Mixed Media Collage Art Show, Hintonburg Public House	January 2016
Winner “Best Design”, Adobe Creative Jam Competition	August 2016