ZENIA RANGWALA

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EDUCATION

Savannah College of Art and Design (SCAD) | Atlanta, GA
Master of Fine Arts, Graphic Design and Visual Experience — *2026 – Present*

University of Waterloo | Stratford, ON
Bachelor of Global Business and Digital Arts — *2026*

PROFESSIONAL EXPERIENCE

She Hacks Purple Consulting Inc. | Remote
Community and Brand Design Intern — *Jan 2026 – May 2026*
- Designed logos, event graphics and a library of reusable social media templates, keeping the brand consistent across channels; increased engagement by 22%.
- Edited podcast recordings into short-form social video in CapCut, extending content reach across platforms.
- Grew the company's Circle learning community to 200 active members by planning and leading weekly programming.

CrunchTimeZ CFO Services | Toronto, ON
Business Development and Marketing Intern — *Jan 2026 – Jun 2026*
- Launched the company's first Mailchimp newsletter, designing branded email templates, a type system and a monthly publishing schedule; achieved a 42% average open rate.
- Designed LinkedIn and Instagram campaign graphics promoting CFO office hours to drive client registrations.
- Wrote social content in the founder's voice and led podcast outreach, generating new client conversations.

GoLime | Toronto, ON
Digital Marketing Coordinator — *May 2024 – Sep 2024*
- Executed paid and organic social campaigns across Instagram, TikTok and LinkedIn, analyzing performance in Meta Ads Manager and Google Analytics to optimize content; increased engagement by 18%.
- Redesigned website navigation and visual hierarchy in Figma and Webflow, increasing monthly web traffic by 28%.
- Automated lead capture and email follow-up by integrating Shopify with Zapier, saving 3+ hours weekly.

Goodself | Toronto, ON
Product Designer — *Jan 2024 – Apr 2024*
- Prototyped and tested mobile app flows in Figma, turning user feedback into clearer navigation and user journeys.
- Designed investor pitch decks and marketing collateral that translated product data into clear visual stories.

PROJECTS

Greyhound | Company Redesign (Branding Project)
Brand Identity Designer, SCAD — *Fall 2026*
- Developed a full brand identity redesign for Greyhound, defining brand strategy, target audiences and messaging.
- Designed the logo, wordmark, color palette and typography system in Adobe Illustrator, modernizing the brand while keeping the iconic running dog recognizable.
- Applied the identity across brand touchpoints and motion graphics using Adobe Creative Suite.

KidCash | Mobile App (UX/UI Project)
UX/UI Designer — *Jul 2025*
- Designed a mobile app that teaches kids financial literacy, turning complex money concepts into a playful experience.
- Mapped user journeys and created wireframes to define core features, information architecture and navigation.
- Designed a gamified UI with goal-setting and savings tools, and built an interactive high-fidelity prototype in Figma.

SKILLS

Branding: Brand identity, logo design, brand guidelines, typography, color theory, editorial, packaging, motion graphics.
UX/UI design: User research, information architecture, wireframing, prototyping, usability testing, accessibility.
Digital marketing: Paid and organic social, email marketing, content strategy, copywriting, community management.
Design tools: Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects), Figma, Webflow, Canva, CapCut.
Marketing platforms: Meta Ads Manager, Google Analytics, Mailchimp, Hootsuite, Shopify (e-commerce), Zapier.
AI tools: Adobe Firefly, Figma AI, Midjourney, ChatGPT, Claude, Claude Code.
Certifications: Google UX Design Certificate; Google Analytics Certified; AI Product Management Specialization.