Janvi Shah

Sr. Visual & Brand Designer

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Senior Marketing Designer with 8+ years of experience shaping brand and digital experiences across SaaS, fintech, and consumer brands. Skilled in unifying marketing and product design through regionalized assets, design systems, and performance-driven storytelling. Adept at building scalable creative frameworks that maintain brand integrity across multiple market channels. Proven collaborator with cross-functional product, marketing, and regional teams to deliver user-centered design solutions that drive engagement and consistency.

Professional Experience

ON24 (AI-powered platform transforming webinars, events, and content into personalized buyer journeys)
Senior Visual Designer

- Creative Leadership: Led creative development and designed regionalized marketing assets and co-brand collateral including digital assets, web & social for global product launches spanning EMEA, APAC & NA.
- System Ownership: Architected and governed modular brand and design systems (including Brand Book and Asset Library standards) to ensure efficiency and consistency across core product and marketing surfaces.
- Technical Storytelling: Designed data-driven motion graphics and interactive visuals for complex product features and virtual events, and created user flows and Hi-Fidel wireframes that connected UX journeys with campaign objectives, improving click-through rates by 25 %.
- Cross-Functional Leadership: Collaborated directly with Product, Marketing, and Engineering to ensure consistent visual alignment, accessibility and successful implementation of brand standards across all customer workflows.
- Built motion graphics and responsive templates that accelerated regional content production by 30 %.

Ecofabulous (Sustainable cosmetics brand for Gen Z focused on eco-friendly products and design)
Senior Visual Designer

- Brand Launch & Aesthetics: Led the successful brand identity launch and expansion across digital, web, social, and campaign activations, driving 12K+ engagements in three days.
- Multi-Medium Craftsmanship: Created high-impact assets and UGC-style video content optimized for paid social and influencer campaigns, demonstrating mastery across video, illustration, and high-fidelity web design, resulting in a 36% lift in online engagement.
- Touchpoint Ownership: Owned the brand refresh initiative across product packaging and eCommerce to solidify DTC identity, managing brand expression across physical and digital touchpoints.

TripActions (Navan: A corporate travel and expense management platform with powerful automation for global businesses)
Senior Visual Designer

- Design System Evolution: Executed a brand refresh and created marketing assets for co-branded credit card programs that aligned creative designs with fintech compliance standards while successfully preserving design integrity and achieving a 30% lift in engagement.
- Data Visualization Storytelling: Partnered with content and data teams to produce impactful visual storytelling by developing accessible, responsive design templates for product dashboards and complex marketing data visualization.
- Touchpoint Optimization: Designed and optimized visual assets across product marketing, paid campaigns, and event experiences to ensure unified brand expression at every customer touchpoint.

Organics Agency (Client: Wells Fargo)
Art Director

- Design Leadership: Designed integrated digital campaigns for a major client's small business initiatives, focusing on user-first storytelling and performance-driven design.
- Technical Fluency & Accessibility: Transformed research insights into cohesive UI mockups and marketing assets across desktop and mobile, that adhered to accessibility and brand governance standards.
- Mentorship: Mentored junior designers and fostered collaboration between design, copy, and marketing teams.

X (Formerly Twitter)
Senior Visual Designer

- High-Visibility Campaigns: Conceptualized and executed high-impact digital and experiential design for global leadership events (e.g., #OneTeam Summit), shaping cohesive visual narratives across large-scale activations and multiple mediums.
- Motion System & Presentation Design: Designed advanced motion graphics and executive presentations that brought the brand expression to life for internal storytelling and leadership touchpoints.
- Process Streamlining: Collaborated with internal creative, marketing, and event production teams to streamline creative workflows and ensure brand consistency across all deliverables.

MKTG Agency (Client: Facebook)
Art Director

- Design Leadership: Led creative direction and execution for Facebook's global NAGSO initiative, developing integrated campaign assets that unified brand storytelling across digital, social, OOH, and experiential activations.
- UX/UI Integration: Designed responsive layouts, UI mockups, and social experiences that blended UX strategy with creative brand expression.
- System Ownership: Developed branded environmental design for executive events and internal summits, and ensured brand consistency across global activations by creating standardized design templates.

First Republic
Senior Visual Designer

- Design System for Accessibility: Owned the redesign of digital student loan application flows using responsive, accessible design systems, directly enhancing usability and customer completion rates.
- Product Optimization: Collaborated on A/B testing and creative optimization, translating performance insights into data-backed visual enhancements that drove higher conversion rates.
- Visual Craft: Produced high-fidelity digital, product and marketing visuals that elevated customer communication and improved engagement across social and product touchpoints.

Education

Portfolio program in Art Direction - Miami Ad School, San Francisco
MBA (Marketing) - Pune University, India
Bachelor's in Biotechnology - Bangalore University, India

Core Competencies

- Design Systems: Proven expertise designing and evolving scalable design systems in a product environment. Direct experience building modular, AI-ready components.

- Visual Craft Mastery: Deep expertise in typography, layout, color, and composition across all digital touchpoints.

- Product Ownership: Experience navigating complex stakeholder environments and balancing design rigor with business needs.

- Tools: Figma (Expert), Adobe Creative Suite. Experience with Generative AI design tools is a strong interest and learning focus (e.g., MidJourney, Runway, Dalle, Gemini, ChatGPT, Adobe Firefly, Capcut, Eleven labs etc).

- Advocacy & Mentorship: Proven ability to advocate for design excellence and provide guidance through critique and shared best practices.