

# Janvi Shah

ART DIRECTOR  
SENIOR VISUAL DESIGNER

## Contact



[www.janvishah.me](http://www.janvishah.me)  
Pw: Letustalk



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408.896.4966

## Education

### Art Director

Miami Ad School | San Francisco

### Graphic Design

Mission College | San Jose

## Expertise

- UX/UI
- Digital Design
- Creative Problem-Solving
- Campaign Development
- Team Leadership & Management
- Social Media Design
- Brand Identity
- Design Systems
- Email Marketing
- Marketing Collaterals
- Packaging
- Prototyping
- Adobe Creative Cloud
- Figma/Sketch/XD

## PROFESSIONAL SUMMARY

Fearless creative problem-solver with 8 years of experience specializing in transforming brand visions into impactful executions across digital, print, web, and social media for e-commerce, startups, and fintech in B2B, B2C, and SaaS. Achieved +16% site traffic, 2x sales, and +30% social engagement through innovative design solutions aligned with project briefs and business objectives.

## Experience

- ECOFABULOUS** **SENIOR VISUAL DESIGNER**
  - Successfully led the brand launch in New York with E-tuk, a mobile pop-up, engaging over 12k people in just 3 days, leaving a lasting impression on our target audience.
  - Led creative direction for marketing campaigns, maintaining brand consistency and visual impact across the web, social media, and packaging.
  - Met with leadership team to understand their goals, guiding both external agencies and internal teams focussing on website design solutions resulting in 2x sales.
  - Conceptualized website redesign and participated in a sprint to meet user-centric approach and increase site traffic along with product managers.
  - Introduced Ecofam community to connect with our target audience, sharing similar values and preferences.
  - Focussed on internal process improvements and workflow streamlining while mentoring a team of designers.
- TRIPACTIONS** **VISUAL DESIGNER**
  - Collaborated closely with cross-functional teams including Marketing, Product Team, PR, and stakeholders, to conceptualize and produce visually stunning assets across digital platforms, resulting in a remarkable 30% increase in social media engagement.
  - Developed an intuitive Design system, project style guides, and asset repositories, ensuring consistent design solutions and enhancing brand strategy.
  - Created compelling campaigns focused on travel and CDC regulations, employing a diverse range of mediums such as case studies, fact sheets, blogs, webinars, paid digital campaigns, and customer guides.
  - Exercised leadership as the lead designer, guiding and mentoring a team of three to deliver outstanding design solutions.
- ORGANICS** **ART DIRECTOR**
  - Transformed websites for Wells Fargo, including community giving, student loans, small business offerings, & commercial real estate, breathing new life into their digital presence.
  - Collaborated with cross-functional teams to conduct user research and gather insights, informing the design process and ensuring user-centric solutions.
  - Translated user needs and business goals into wireframes, prototypes, and visual designs, effectively communicating design concepts and interactions.
  - Led design sprints and workshops, facilitating ideation and innovation to generate creative solutions.
  - Oversaw the implementation of designs, working closely with developers to ensure fidelity and consistency.
  - Worked closely with clients to understand their brand vision and objectives, delivering designs that aligned with their brand identity and strategy.
- FIRST REPUBLIC** **SENIOR VISUAL DESIGNER**
  - Enhanced the visual quality of photos and video content for social media channels and advertising, resulting in an elevated brand visual identity and improved storytelling capabilities.
  - Collaborated with a UX strategist to redesign small business loan and student loan page calculators, incorporating responsive design principles to enhance user experience and conduct effective A/B testing.
  - Created compelling cross-channel marketing collaterals and promotional materials that effectively communicated the brand's essence, leaving a lasting impression on stakeholders and the marketing team.

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### FACEBOOK

### ART DIRECTOR

- Led the creation of media-neutral creative assets, including eye-catching posters, OOH displays, dynamic digital signage, and an immersive Instagram booth, for the prestigious Global Sales Summit.
- Created and implemented all facets of the corporate identity project, in a breakout session, event collaterals, keynote presentations, invitation cards, and freebies.

### TWITTER

### SENIOR VISUAL DESIGNER

- Designed a diverse range of creative assets for #OneTeam Summit, including technical session keynote presentations, wayfinding signage, animated content, and icons.
- Ensured all aspects of the design process were executed with meticulous attention to detail and unwavering commitment to quality.
- Created a cohesive and distinctive corporate identity that adhered to strict brand guidelines and systems.
- Delivered exceptional design solutions that exceeded expectations and contributed to the overall success of the event.
- Elevated the brand and made a lasting impact on attendees through the implementation of high-quality design.
- Played a key role in the success of #OneTeam Summit, an exciting and impactful project.

### TITLE NINE

### ART DIRECTOR

- Led the development of campaign digital assets aimed at enhancing women's self-esteem and confidence.
- Optimized digital assets to enhance user experience and increase engagement on social media platforms.
- Demonstrated proficiency in Adobe Creative Suite CC, utilizing various software tools for design and production.
- Designed multiple email marketing templates for account sign-ups, targeted advertising, holidays, and special occasions.
- Contributed to the growth of the agency by actively participating in business development efforts and client presentations.