

Janvi Shah

ART DIRECTOR
SENIOR VISUAL DESIGNER

Contact



www.janvishah.me
Pw: Letustalk



jaana21@gmail.com



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

As an experienced Art Director & Senior Visual Designer, I possess a keen eye for detail and a strong design background that enables me to create intuitive and captivating visual designs for e-commerce in B2B, B2C & SaaS. With 8+ years of experience, I have a proven track record of transforming brand visions into impactful creative executions. My portfolio showcases high-quality comp art that breathes life into brands, & I'm driven to elevate the brand's vision across diverse mediums: Digital, Print, Social, Web & Retail In-Store experiences. Collaborating with cross-functional teams, I deliver innovative and compelling digital solutions aligned with project briefs and business objectives. I execute multiple creative concepts and stay up to date with industry trends. I assist in developing brand guidelines and drive design process improvements for organizational efficiency. With my skill set and dedication to design excellence, I am confident in my ability to contribute to your organization's success and deliver outstanding creative solutions.

Experience

ECOFABULOUS

SENIOR VISUAL DESIGNER

- Spearheaded the Brand Launch, captivating audiences through an innovative digital website launch for Ecofabulous in NYC.
- Led the creative direction for various marketing campaigns, ensuring brand consistency and visual impact across multiple channels.
- Developed concepts and executed designs for print, digital, and social media campaigns, effectively conveying brand messages and engaging target audiences.
- Collaborated with copywriters, photographers, and videographers to create cohesive and compelling visual assets.
- Managed and mentored a team of designers, providing guidance and fostering a collaborative and supportive environment.
- Oversaw the production process, collaborating with vendors and 3rd party external agencies ensuring timely delivery of materials.

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.