



Experience

APR '17 - PRESENT

ART DIRECTOR & VISUAL DESIGNER | SAN FRANCISCO

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Education

ART DIRECTION

MIAMI AD SCHOOL
SAN FRANCISCO

GRAPHIC DESIGN

MISSION COLLEGE
SAN JOSE

M.B.A (MARKETING)

SINGHAD INSTITUTE
INDIA

Skills

ADOBE CC

PHOTOSHOP
ILLUSTRATOR
INDESIGN
AFTER EFFECTS

WIREFRAMING & PROTOTYPE (UX &UI)

FIGMA
SKETCH
ADOBE XD
INVISION

PRESENTATION

KEYNOTE
POWERPOINT

TRIPACTIONS

VISUAL DESIGNER | SAN FRANCISCO

- Designed and delivered 120+ unique static and animated ads, utilizing different styles and approaches which increased overall ad performance by 21%.
- Collaborated with marketing, PR and social media teams in developing concepts and producing visual assets for digital platforms, social media, email, direct mail, blogs, LP and MOPS campaigns while boosting social media engagement by 30%.
- Worked closely with stakeholders and marketing teams to develop project style guides, brand strategy, pattern libraries and asset repositories for consistent design solutions.
- Created campaigns on the topics of Travel and CDC regulations along with case studies, fact sheets, blogs, webinar, paid digital campaigns and customer guides.
- As a lead designer, managed and guided 3 people to develop compelling design solutions, while establishing a healthy environment to collaborate with stakeholders.

ORGANIC

ART DIRECTOR | SAN FRANCISCO

- Elevated the quality of the photos and video content for social media channels and advertising usage.
- Collaborated with the UX strategist to deliver the redesigned small business loan & student loan page calculator and responsive design needs for A/B testing.
- Created cross-channel and cross-stakeholder materials to develop unique promotional materials.

FIRST REPUBLIC

SENIOR VISUAL DESIGNER | SAN FRANCISCO

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FACEBOOK

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- Global Sales Summit - Designed media-neutral creative assets including posters, OOH, signage (way-finding, digital), Instagram booth.
- 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 | SAN FRANCISCO

- #OneTeam Summit - Designed media-neutral creative assets including technical session keynote presentations, signage (internal branding & way-finding), animation, and icon designs.
- Successfully created and implemented all facets of corporate identity meeting strict brand guidelines and systems.

TITLE NINE

ART DIRECTOR | SAN FRANCISCO

- Led the creation of campaign digital assets targeted towards improving women's self-esteem and confidence.
- Optimized digital assets for a greatly improved user experience and engagement on social media platforms.
- Designed several email marketing templates for account signups, targeted advertising, holidays, and special occasions.

CUTWATER

ART DIRECTOR | SAN FRANCISCO

- Conceptualized strategic brand campaigns targeted towards fall and holiday season.
- Created social media campaigns including hashtags, tweets, videos, gifs, stills, and web banner ads.

ARGONAUT

ART DIRECTOR | SAN FRANCISCO

- Developed campaign ideas, visuals, high fidelity mockups aligning with client's vision.
- Developed a traditional print campaign for the promotion of several new stores in the SF bay area.