

Janvi Shah

Senior Visual & Brand Designer

UI/UX · Design Systems · AI-Integrated Creative

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PROFESSIONAL SUMMARY

Senior Visual & Brand Designer with 8+ years delivering multi-channel creative across digital, print, experiential, UI/UX, and paid media. Expert in design systems, visual identity, data visualization, and high-visibility executive communications. Fluent in Figma, Adobe Creative Suite, and AI-assisted creative workflows. Proven ability to partner with cross-functional teams across tech, fintech, financial services, beauty/CPG, and agency environments to translate complex requirements into intuitive, accessible, and performance-optimized design solutions.

WORK EXPERIENCE

ON24

Senior Visual Designer

San Francisco, CA

2024 – 2024

- Architected, governed, and scaled a modular design system defining reusable UI components and interaction patterns, ensuring consistency across core product surfaces and accelerating regional content production by 30%.
- Designed data-driven motion graphics and interactive visuals for product features and virtual events; developed user flows and Hi-Fi wireframes that connected UX journeys with campaign objectives, improving click-through rates by 25%.
- Led regionalized marketing assets and co-brand collateral for global product launches, collaborating directly with Product and Engineering to uphold design integrity across all deliverables.

AI-Integrated Senior Designer & Creative Consultant

Independent

San Francisco, CA

2020 – Present

- Delivered brand identity, UI/UX, motion graphics, and campaign creative for clients across tech, fintech, startup, and agency sectors, managing end-to-end creative from concept to final execution.
- Developed responsive digital assets, social content, and executive presentations for multiple concurrent clients, maintaining visual cohesion and meeting tight deadlines across all engagements.

Amyris (Ecofabulous)

Senior Visual Designer

Emeryville, CA

2022 – 2023

- Led brand identity launch across digital, web, social, and campaign activations, driving 12K+ engagements in three days and a 36% lift in online engagement through UGC-style video and high-fidelity web design.
- Owned brand refresh across product packaging and eCommerce to solidify DTC identity, overseeing all physical and digital touchpoints from concept through production.

Navan (previously TripActions)

Senior Visual Designer

Palo Alto, CA

2021 – 2022

- Executed a brand refresh aligning creative output with fintech compliance standards while achieving a 30% lift in user engagement across product marketing, paid campaigns, and event experiences.
- Partnered with content and data teams to produce accessible, responsive templates for product dashboards and complex marketing data visualization.

Organics Agency (Client: Wells Fargo)

Art Director | Contract

San Francisco, CA

2020 – 2020

- Designed integrated digital campaigns for Wells Fargo's small business initiatives, transforming research insights into cohesive UI mockups and marketing assets across desktop and mobile, adhering to accessibility and brand governance standards.
- Mentored junior designers and fostered collaboration between design, copy, and marketing teams to deliver user-first, performance-driven creative.

First Republic

Senior Visual Designer

San Francisco, CA

2019 – 2019

- Led redesign of digital student loan application flows using responsive, accessible design systems, directly enhancing usability and completion rates through A/B testing and data-backed visual optimization.
- Produced high-fidelity digital, product, and marketing visuals that elevated customer communication and drove higher conversion rates across social and product touchpoints.

X (formerly Twitter)

Senior Visual Designer | Contract

San Francisco, CA

2018 – 2018

- Conceptualized and executed high-impact digital and experiential design for global leadership events including #OneTeam Summit, shaping unified visual narratives across large-scale activations and multiple mediums.
- Designed advanced motion graphics and executive presentations that brought the brand to life for internal storytelling and leadership touchpoints, streamlining workflows across creative, marketing, and event production teams.

MKTG Agency (Client: Facebook)

Art Director | Contract

San Francisco, CA

2018 – 2018

- Led creative direction for Facebook's global NAGSO initiative, developing integrated assets unifying visual storytelling across digital, social, OOH, and experiential activations.

- Designed responsive layouts, UI mockups, and branded environmental design for executive events; built standardized templates adopted across global campaign rollouts.

EDUCATION

Miami Ad School

Portfolio Program in Art Direction

San Francisco, CA

Pune University

MBA, Marketing

Pune, India

SKILLS & TOOLS

Design Skills: Brand Identity, Design Systems, UI/UX, Motion Graphics, Data Visualization, Typography, Responsive Web Design, Wireframing & Prototyping, Integrated Campaign Creative, Experiential & Environmental Design, Paid Media, Print & Packaging

Core Tools: Figma (Expert), Adobe Creative Suite — Illustrator, Photoshop, InDesign, After Effects, Premiere Pro

AI-Assisted Workflows: Midjourney, Adobe Firefly, Generative Fill (Photoshop), ChatGPT, Grok, Claude (Anthropic), Runway Gen-2, Google Flow (Veo 3 + Imagen), DALL·E, Gemini, Luma AI, Freepik AI, Higgsfield, CapCut, Eleven Labs