

Janvi Shah

Senior Visual Designer
www.janvishah.me

jaana21@gmail.com • 4088964966

Senior Visual Designer with 8+ years of experience defining design systems, crafting pixel-perfect interfaces, and shaping cohesive brand identities across global platforms. Skilled in motion, storytelling, and scalable multi-channel design, with a proven record of elevating usability, accessibility, and visual clarity. Experienced in collaborating with Product Managers, engineers, and researchers to align creative vision with business strategy, while mentoring and directing design teams to deliver innovative, user-centered solutions at scale.

Professional Experience

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

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- Increased audience engagement and adoption by designing accessible, user-centered experiences that unified webinars, virtual events, and content marketing into continuous journeys.
- Accelerated client decision-making by translating complex user flows into interactive prototypes and motion-driven storytelling assets used across engagement channels.
- Defined modular design systems—including components, typography, and color standards—that standardized brand identity and enabled scalable design across the ON24 platform.

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

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- Expanded brand reach to 12k+ users in three days by launching the brand in New York, through motion design, digital storytelling, and experiential campaigns.
- Increased sales and boosted web traffic by 36% through a website redesign in Figma, delivering refined UX flows and pixel-perfect UI aligned with product and leadership goals.
- Strengthened brand identity by redefining core elements—including design systems, visual design, voice, and motion—while introducing the Ecofam community to foster long-term customer loyalty across web and social touchpoints.

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

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- Increased social media engagement by 30% by delivering scalable digital assets in collaboration with Marketing, PR, Product, and Engineering.
- Reinforced brand consistency and usability through intuitive design systems, asset libraries, and interactive prototypes for compliance and travel campaigns.
- Aligned creative direction with business goals by directing agencies, mentoring junior designers, and improving workflows to deliver high-quality outputs at scale.

Organics Agency (Client: Wells Fargo)

Art Director

- Improved usability and customer trust by redesigning student loans, small business, and community giving web experiences through UX/UI best practices and responsive prototyping.

- Translated research and product insights into user-centered designs, ensuring accessibility and brand consistency while meeting customer needs.
- Fostered innovation and alignment by leading design sprints and workshops that inspired cross-functional collaboration and accelerated decision-making.

Twitter

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- Created immersive brand experiences for the #OneTeam Summit through motion design, animated content, and branded installations that elevated event impact.
- Improved design clarity and execution by producing high-fidelity prototypes and interactive mock-ups to explore interaction and visual behavior.
- Delivered scalable assets under tight deadlines that maintained accessible, consistent branding across event presentations, signage, and environments.

MKTG Agency (Client: Facebook)

Art Director

- Created global digital campaigns for NAGSO, delivering accessible, pixel-perfect experiences across OOH, immersive installations, and motion design assets that amplified brand visibility.
- Established corporate identity systems and produced event collateral and executive decks that ensured a unified design language across global initiatives.
- Aligned creative storytelling with business impact by partnering with product and marketing teams to reinforce cross-functional goals.

First Republic

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- Redefined loan calculator interfaces and navigation flows through responsive design and A/B testing, enabling new users to navigate and calculate EMIs in under a minute.
- Strengthened brand storytelling and visibility with high-fidelity digital assets that amplified social campaigns and advertising initiatives.
- Reinforced brand consistency by developing multi-channel marketing collateral that aligned visual identity across platforms.

Education

Portfolio program in Art Direction - Miami Ad School, San Francisco

MBA (Marketing) - Pune University, India

Bachelor's in Biotechnology - Bangalore University, India

Areas of Expertise

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|----------------------------|------------------------|-------------------------|
| • Creative Problem-Solving | • Design Systems | • UX/UI Prototyping |
| • Brand Identity | • Digital Design | • Social Media Campaign |
| • Motion Design | • Team Leadership | • Marketing Collaterals |
| • Packaging | • Adobe Creative Cloud | • Figma/Sketch |