

Janvi Shah

Senior Graphic Designer | Visual & Brand Designer | UI/UX

www.janvishah.me

jaana21@gmail.com • 4088964966

Senior Designer with 5 years of experience delivering multi-channel creative across digital, print, experiential, UI/UX, and paid media. Expert in design systems, visual identity, user-centered design, data visualization, and high-visibility executive communications. Skilled in Adobe Creative Suite, Figma, and AI-assisted creative workflows. Proven ability to partner with cross-functional teams—engineering, product, marketing, events, and leadership—to translate complex requirements into intuitive, accessible, and performance-optimized design solutions. Adept at managing multiple projects, facilitating creative ideation, and ensuring pixel-perfect execution across all deliverables.

Professional Experience

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

Senior Visual Designer

- **Creative Leadership:** Led creative development and designed regionalized marketing assets and co-brand collateral including digital assets, web & social for global product launches.
- **Design System Ownership:** Architected, governed, and scaled a modular design system, defining reusable UI components and interaction patterns to ensure efficiency and consistency across core product surfaces.
- **Technical Storytelling:** Designed data-driven motion graphics and interactive visuals for complex product features and virtual events, and created user flows and Hi-Fidel wireframes that connected UX journeys with campaign objectives, improving click-through rates by 25%.
- **Cross-Functional Leadership: Pixel-Perfect Delivery:** Partnered directly with Product and Engineering to uphold design integrity and enforce pixel-perfect execution, successfully implementing complex visual specifications across customer workflows.
- **Built motion graphics and responsive templates that accelerated regional content production by 30%.**

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

Senior Visual Designer

- **Brand Launch & Aesthetics:** Led the successful brand identity launch and expansion across digital, web, social, and campaign activations, driving 12K+ engagements in three days.
- **Multi-Medium Craftsmanship:** Created high-impact assets and UGC-style video content optimized for paid social and influencer campaigns, demonstrating mastery across video, illustration, and high-fidelity web design, resulting in a 36% lift in online engagement.
- **Touchpoint Ownership:** Owned the brand refresh initiative across product packaging and eCommerce to solidify DTC identity, managing brand expression across physical and digital touchpoints.

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

Senior Visual Designer

- **Design System Evolution:** Executed a brand refresh that aligned creative designs with fintech compliance standards while successfully preserving design integrity and achieving a 30% lift in user engagement.
- **Data Visualization Storytelling:** Partnered with content and data teams to produce impactful visual storytelling by developing accessible, responsive design templates for product dashboards and complex marketing data visualization.
- **Touchpoint Optimization:** Designed and optimized visual assets across product marketing, paid campaigns, and event experiences to ensure unified brand expression at every customer touchpoint.

Organics Agency (Client: Wells Fargo)

Art Director

- **Design Leadership:** Designed integrated digital campaigns for a major client's small business initiatives, focusing on user-first storytelling and performance-driven design.
- **Technical Fluency & Accessibility:** Transformed research insights into cohesive UI mockups and marketing assets across desktop and mobile, that adhered to accessibility and brand governance standards.
- **Mentorship:** Mentored junior designers and fostered collaboration between design, copy, and marketing teams.

X (Formerly Twitter)

Senior Visual Designer

- **High-Visibility Campaigns:** Conceptualized and executed high-impact digital and experiential design for global leadership events (e.g., #OneTeam Summit), shaping cohesive visual narratives across large-scale activations and multiple mediums.
- **Motion System & Presentation Design:** Designed advanced motion graphics and executive presentations that brought the brand expression to life for internal storytelling and leadership touchpoints.
- **Process Streamlining:** Collaborated with internal creative, marketing, and event production teams to streamline creative workflows and ensure brand consistency across all deliverables.

MKTG Agency (Client: Facebook)

Art Director

- **Design Leadership:** Led creative direction and execution for Facebook's global NAGSO initiative, developing integrated campaign assets that unified brand storytelling across digital, social, OOH, and experiential activations.
- **UX/UI Integration:** Designed responsive layouts, UI mockups, and social experiences that blended UX strategy with creative brand expression.
- **System Ownership:** Developed branded environmental design for executive events and internal summits, and ensured brand consistency across global activations by creating standardized design templates.

First Republic

Senior Visual Designer

- **Design System for Accessibility:** Led the redesign of digital student loan application flows using responsive, accessible design systems, directly enhancing usability and customer completion rates.
- **Product Optimization:** Collaborated on A/B testing and creative optimization, translating performance insights into data-backed visual enhancements that drove higher conversion rates.
- **Visual Craft:** Produced high-fidelity digital, product and marketing visuals that elevated customer communication and improved engagement across social and product touchpoints.

Education

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

MBA (Marketing) - Pune University, India

Bachelor's in Biotechnology - Bangalore University, India

Core Competencies

- Design Systems: Proven expertise designing and evolving scalable design systems in a product environment. Direct experience building modular, AI-ready components.
- Visual Craft Mastery: Deep expertise in typography, layout, color, and composition across all digital touchpoints.
- Product Ownership: Experience navigating complex stakeholder environments and balancing design rigor with business needs.
- Tools: Figma (Expert), Adobe Creative Suite. Experience with Generative AI design tools is a strong interest and learning focus (e.g., MidJourney, Runway, Dalle, Gemini, ChatGPT, Adobe Firefly, Capcut, Eleven labs etc).
- Advocacy & Mentorship: Proven ability to advocate for design excellence and provide guidance through critique and shared best practices.