

Janvi Shah

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PROFESSIONAL EXPERIENCE

Independent - Freelance | San Francisco, CA

August 2020 – Present

Independent Creative Director | AI-Integrated Design

- Directed 9+ client engagements across technology, fintech, retail, and agency sectors, translating business objectives into brand identity, UI/UX, motion, and multi-channel campaigns from concept through execution.
- Created 20+ brand assets across lifecycle templates, checkout experiences, and loyalty components that unified Title Nine's customer experience and enabled scalable campaign execution.
- Engineered 8+ AI production pipelines across image/video generation, upscaling, and compositing, cutting concept-to-delivery time 45% through model selection and prompt engineering.
- Pioneered AI-native storytelling across 15+ emerging platforms, developing original generative techniques and creative approaches that established a distinctive visual voice beyond standard workflows.

ON24 | San Francisco, CA

February 2024 – November 2024

Senior Visual Designer

- Modernized Engagement Studio, increasing conversion by 40% through a responsive redesign and scalable visual system that strengthened digital engagement and product adoption.
- Accelerated design-to-development timelines by 30% through reusable component libraries, design systems, and standardized creative assets that improved cross-functional execution.
- Delivered 10–12 creative assets weekly across NA, EMEA, and APAC, supporting regional marketing campaigns, executive communications, and one enterprise product launch.
- Introduced AI-assisted creative workflows that accelerated recurring marketing production while preserving brand consistency across web, social, motion, and campaign assets.

Amyris (Ecofabulous) | San Francisco, CA

July 2022 – May 2023

Senior Visual Designer

- Launched Ecofabulous's first U.S. campaign, increasing online engagement by 36% and generating 12K+ engagements in 3 days through Gen Z research, integrated campaign, and the immersive brand activation.
- Generated 5.4M impressions, 4,241% follower growth, 49% month-over-month sales growth, 87% order growth, and a 145% conversion increase through audience-focused brand campaigns and product marketing.
- Guided ~4 designers and external partners in developing the brand identity, packaging, website, campaign assets, and launch creative, establishing a cohesive brand foundation from concept through execution.

Navan (previously TripActions) | San Francisco, CA

February 2021 – April 2022

Senior Visual Designer

- Elevated user engagement by 30% through a fintech-compliant brand refresh spanning product marketing, digital campaigns, and customer communications across global audiences.
- Scaled approximately 3 enterprise campaigns per quarter, producing 70–80 creative assets each through reusable templates, visual systems, and standardized campaign frameworks.
- Delivered creative for 10–12 enterprise product launches, including AI-powered Auto-Itemization and TripActions Liquid Enterprise Edition, across web, social, print, video, presentations, and data visualization.

Organics Agency (Client: Wells Fargo) | San Francisco, CA

January 2020 – July 2020

Senior Visual Designer

- Governed creative across 3+ Wells Fargo lines of business, translating customer research into integrated campaigns, ADA-compliant landing pages, and digital marketing assets within regulated environments.
- Standardized 25+ reusable Figma components and brand governance practices, improving creative consistency across concurrent enterprise campaigns.
- Streamlined reviews for 6–10 client and agency stakeholders by implementing structured feedback workflows that kept overlapping marketing, product, and legal initiatives on schedule.

Senior Visual Designer

- Redesigned the Small Business Loans site as sole designer, increasing completed applications by 35% through simplified user flows and cross-functional Brand, Product, Marketing, and Technology collaboration.
- Reengineered the Student Loan calculator, reducing completion time from 5+ minutes to under 1 minute and increasing engagement by 60% through competitive analysis and a streamlined user experience.

X (formerly Twitter) | San Francisco, CA

March 2018 – July 2018

Senior Visual Designer | Contract

- Directed 6+ summit deliverables spanning executive presentations, motion graphics, event branding, digital signage, and supporting assets, establishing the visual identity for the #OneTeam Summit.
- Built 10+ reusable presentation templates and visual assets that standardized executive communications across Product, Engineering, and Executive teams, creating a scalable framework for future leadership presentations.

MKTG Agency (Client: Facebook) | San Francisco, CA

September 2018 – November 2018

Art Director | Contract

- Conceptualized 12+ summit assets spanning stage design, digital signage, executive presentations, video, social, invitations, and branded merchandise for Facebook's first North American NAGSO Summit.
- Developed 15+ presentation templates that standardized summit storytelling across Sales, Product, and Marketing, ensuring consistent executive communications and brand execution.

EDUCATION

Portfolio Program in Art Direction | Miami Ad School, San Francisco, CA

Master of Business Administration (MBA), Marketing | Pune University, Pune, India

Bachelor of Science (B.S.) in Biotechnology | PES University, Bangalore, India

CORE SKILLS

SKILLS: Generative AI Workflows | AI Production Workflows | Prompt Engineering | Strategic Model Selection | Art Direction | Creative Direction | Brand Strategy | Brand Identity | Visual Storytelling | Campaign Concept Development | Design Systems | UI/UX Design | Motion Graphics | Video Storytelling | Integrated Marketing Campaigns | Multi-Channel Campaigns | Product Marketing | Responsive Web Design | Brand Guidelines | Creative Operations | Workflow Optimization | Executive Presentation Design | Event Branding | Packaging Design | Digital Marketing | Social Media Design | Landing Page Design | Component Libraries | Creative Quality Control | Brand Governance | Accessibility (ADA) | Data Visualization | Customer Journey Mapping | Cross-Functional Collaboration | Stakeholder Management

TOOLS: Figma | Adobe Photoshop | Adobe Illustrator | Adobe InDesign | Adobe After Effects | Adobe Premiere Pro | Final Cut Pro | Sketch | Microsoft Office | Google Workspace | Claude | Midjourney | Kling | Google Veo | Luma AI | Gemini | Nano Banana | Magnific | Seedance | Higgsfield | Dreamina | ElevenLabs | Suno | Asana | Notion