

ANERI SHAH

DIGITAL & PRINT GRAPHIC DESIGNER / WEB DESIGNER AND DEVELOPER

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Multi-disciplinary Designer with over 5 years of experience and 25+ projects successfully delivered. Proven track record of leading and executing result-driven creative projects across digital platforms and print media for public and private organizations.

By fostering the opportunity of collaborative work with diverse teams and individuals, I've sharpened my skills in problem-solving, conceptual thinking, vital communication, and leadership management. With over 8 years of mastery in Adobe Creative Suite and a strong grip on Figma, HTML, and CSS, proficiently equipped to transform conceptual ideas into reality with precision and creativity.

Backed by an educational background encompassing a bachelor's degree in communication design and a master's of arts in graphic design and digital media, a strong foundation in design practices is established, fostering innovation and empathy.

Personal Portfolio presents specialization in creating compelling brand communication through integrated storytelling and strategically rooted work in marketing collaterals, web design, front-end development, creative coding, and user interface design that engage and effectively cater to the audience.

EXPERIENCE

NOV 2022 - OCT 2023

Web Designer and Front-end Developer, State University of New York; Oswego, NY

Project 1 - Sip Savvy, Awareness Campaign

Spearheaded the design and development of a **web-centric brand experience** on anti-soda awareness campaign, dedicated to promoting mindful drinking habits among young adults in collaboration with Associate Dean.

- Developed a comprehensive end-to-end user experience by collaborating with research faculty of behavioral science to collect targeted user behavioral data, and identify critical problem areas.
- Crafted website prototypes that align with the user journey and information architecture. Additionally, established a robust brand language and distinctive visual identity to enhance the overall user experience.
- As a frontend developer, ensured compliance with WCAG Level AAA accessibility standards, delivering a responsive web interface, that ensures consistency across all platforms and caters to an inclusive audience.
- Strategically designed marketing collaterals and crafted dynamic reusable templates for email campaign experience with a consistent visual language to assure optimal conversion rate.

Project 2 - Port by Postcard, Online Exhibit Curation

Successful designed, developed and curated web experience in collaboration with SUNY Oswego Digital Library, bringing the historical narratives of Port history of Oswego to life through an exclusive postcard collection exhibit.

- Actively engaged in extensive research to authentically curate historical narratives and presentations for the exhibit, providing users with an innovative and immersive web experience.
- Crafted user journey maps, user flows, and site maps based on comprehensive research data to deliver a seamless user experience, aligning with both client and user end goals.
- Established a consistent visual language for adaptive web screens by designing wireframes and prototypes, alongside with marketing collaterals. This approach led to the development of an end-to-end experience.
- Seamlessly translated design prototypes into a live website while functioning as the front-end developer, ensuring compliance with WCAG accessibility standards to provide an accessible web experience.

FEB 2022 - AUG 2023

Graphic Designer - State University of New York; Oswego, NY

Designed 30+ marketing collaterals and merchandise, along with playing an active role in elevating the web presence of the **Office of International Education and Programs**. The design materials are implemented across all social, web, and print platforms.

- Collaborated with marketing head to methodically conceptualize, design, and launch comprehensive print and digital promotional campaigns for Study Abroad Fair in 2022 and 2023.
- Strategically developed comprehensive publications, with a focus on content organization and visual appeal, while following the organization's guidelines.
- Designed marketing materials and editorials while actively contributing to enhancing web presence of Launch It'22, an annual innovation pitch competition at the SUNY Campus, attracting over 2000 viewers.

NOV 2020 - SPT 2021

Design Lead - Content Company; Ahmedabad, India

Led and executed 8 cross-functional design projects, alongside managing branding relations, by closely working with the CEO on branding, editorial, and digital marketing projects, that boosted client relations by twice.

- Orchestrated collaborative efforts with four major clients, driving brand revitalization and enhancing their digital presence, while adhering to individual company's brand guidelines and production schedule.
- Led brand strategy development for an online coaching service, achieving a 16% increase in viewers.
- Identified strategic opportunity to revamp in-house digital presence, by introducing new design language that translates company's vision, which led to a significant increase in revenue growth and sales.
- Independently illustrated and designed a tailor-made children's storybook, meticulously aligning with print guidelines in seamless collaboration with a local publishing house.

DEC 2019 - MAR 2020

Creative Executive - TEDxGateway; Mumbai, India

Conceptualized, designed, and established visual language and extended design guidelines for the **11th edition of India's largest running TED organization**, with 5000+ attendees and an online presence of over 30 thousand.

- Expertly directed and executed two separate outdoor marketing campaigns in line with brand standards and guidelines. The print advertisements were crafted by closely working with an outdoor media publishing agency, which resulted in a 28% increase in sales for the event.
- Led coordination with outsourced agencies to integrate the visual language into social media creatives, while managing of the visual library to ensure precision, relevance, and user-friendly output.
- Designed and executed digital ad campaigns for web and social media platforms, achieving a 33% increase in global reach through collaboration with marketing specialists.
- Collaborated with cross-functional in-house team leads to successfully deliver event collaterals, merchandise, and promotional materials, while ensuring alignment with brand guidelines and impactful communication.

MAY 2019 - JUN 2019

Intern - Lokus Design; Pune, India

Contributed to two varied projects, involving gallery design and branding for an 18 year old design firm in India.

SINCE 2019

Independent Designer - Freelance projects; India

Delivered Client Projects on brand and identity design, digital communication, iconography, and illustrations.

AUG - DEC 2018

Design team member - Ahmedabad Design Fest; Ahmedabad, India

EDUCATION

JAN 2022 - AUG 2023

State University Of New York, Oswego, NY

Master of Arts, Graphic Design and Digital Media

- **Annual Symposium - Quest:** Presented User-centric Responsive Web Experience for a live audience.
- **Featured in News Publication- College Life Fall'23:** Interviewed to share experience and achievements.
- **Graduate Assistant** - School of Business
- **Board Member** - International Student Association

JUL 2016 - AUG 2020

GLS Institute of Design, Ahmedabad, India

Bachelors of Design, Communication Design

CERTIFICATIONS

- **Designing an Accessible User Experience** - Deque University (Apr 2023)
- **Coding for Visual Learners: Learning JavaScript** - LinkedIn Learning (Mar 2023)
- **Accessibility Fundamentals - Disabilities, Guidelines, and Laws** - Deque University (Sept 2022)

ACHIEVEMENTS

Three Minute Thesis - State University of New York, Oswego (2023)

People's Choice Award for presenting an innovative web experience project on local historic exhibit.

Product Design - Aava, Popular Mineral Water Brand From India (2018)

Received a Special Jury Mention for a national-level contest to design a premium product range.

Wonda VR Jam - VR Short Film - French Institute, Paris (2018)

National level winner for the competition curated by the French Institute in India, to learn how to write, shoot, edit, and distribute a cinematic VR experience in less than 48 hours.

SKILLS

Design and Development

- Functional Design Solutions
- Responsive Web Design
- Front-end Development
- User Interface Design (UI)
- Wireframing and Prototypes
- Design System and Style Guide
- Brand Development
- Digital Marketing
- Print and Publication Design
- Packaging Design
- Motion Graphics
- Creative Coding

Technical

- Adobe Creative Suite
- Figma
- CMS Website Builders
- Webflow
- WordPress
- HTML & CSS
- Processing & P5.js
- MS Office Suite
- Google Tools
- Mac OS Tools
- Journey Mapping Tools

Interpersonal

- Problem Solving
- Conceptual Thinking
- Storytelling
- Communication
- Leadership
- Project Management
- Multi-tasking
- Collaboration
- Organization
- Attention to Detail
- Empathy
- Strategic Thinking