

# Experience

## About Me

Experienced and innovative Design Lead with 5 years of expertise in leading creative teams and executing design projects from concept to completion. Proven track record of delivering impactful visual solutions across digital and print platforms. Skilled in project management, team leadership, and client communication, with a focus on achieving business objectives through exceptional design.

### Ctrl M Print Management Design Lead (04/2022 - 04/2024)

Led a team of 10 designers in conceptualizing and executing design projects for diverse clients such as Haleon, Galderma, Johnson & Johnson, Kimberly Clark, Ascendion etc.

Developed creative strategies and provided direction for brand identity, offline marketing campaigns, and POSM material.

Collaborated closely with clients to understand their business goals and translate them into compelling design solutions that exceeded expectations.

Implemented streamlined workflows and project management tools, resulting in a 20% increase in team productivity and client satisfaction.

Implemented quality control measures to ensure print materials met high standards of accuracy, color consistency, and production efficiency.

Ensured on-time delivery of 50+ projects by coordinating schedules with teams & vendors.

### Visualiser (08/2020 - 04/2022)

Designed and produced print materials such as brochures, posters, catalogues, and packaging for various clients, ensuring adherence to brand guidelines and print specifications.

Collaborated with internal teams and external vendors to coordinate print production schedules and ensure timely delivery of projects.

Conducted press checks and quality inspections to maintain print quality standards and resolve any production issues promptly.

Stayed current with industry trends and technological advancements in print design and production techniques.

### Graphic Designer (07/2019 - 06/2020)

Conceptualize and design a wide range of print and digital materials including logos, branding, brochures, posters, and digital advertisements.

Ensure all designs adhere to industry standards, brand guidelines, and print specifications.

### Ogilvy Design Intern (2017)

Designed 20+ internal graphics for the Vodafone team, enhancing brand identity.

### Diploma in Art Direction

#### Ecole Intuit Lab

2019 - 2020 Mumbai, India

### Diploma in Communication Design

#### L.S. Raheja School of Art | B+ Grade

2016 - 2019 Mumbai, India

### High School Exam (HSC)

#### Narsee Monjee Institute of Management Studies | 89%

2014 - 2016 Mumbai, India

### Secondary School Exam (SSC)

#### Dr. S. Radhakrishnan Vidyalaya | 93%

2014 Mumbai, India

# Education

# Jashvi Shah

## DESIGN LEAD

### Strengths

- Creative direction and strategy
- Team leadership and mentorship
- Branding and identity design
- Print and POSM design
- Project management
- Client relationship management

### Achievements

Oversaw a multidisciplinary team for a project worth ₹3 Crore+, coordinating research, design, production, and after- installation services.

Led the team while acting as the only custodian of offline executions for the client through various product launches.

### Skills

Adobe Suite	● ● ● ○ ○
Figma	● ● ○ ○ ○
Branding	● ● ● ○ ○
Research	● ● ● ○ ○
Packaging	● ● ○ ○ ○

### Languages

English	● ● ● ● ○
Hindi	● ● ● ● ○
Marathi	● ● ● ○ ○
French	● ● ○ ○ ○