



RIA SHAH

VISUAL COMMUNICATOR
BRAND & UX/UI DESIGNER

Pune, India,

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ABOUT

A visual communicator and brand designer, with a focus in innovation.

On a quest to see how mediums come together and translate the mundane into exciting. Finding a balance between the rational and emotional aspect of the human nature and business reflecting it in unexpected narratives of design.

EDUCATION

Srishti Institute of Art, Design and Technology, Bangalore. | 2016 - 2020
Bachelors in Visual Communication and Strategic Branding. (B.Des)

Fergusson College, Pune. | 2014 - 2016
Higher Secondary Certificate, Arts. (HSC)

Delhi Public School, Pune. | 2009 - 2014
Central Board of Secondary Education. (CBSE)

EXPERIENCE

Graphic & Ui/Ux Designer

Lucid Design India

October 2020 - October 2021

Aikya Connect - Branding, Website Design, Member Collaterals, Client Management

Poppabum - Logo design

Nimble Electric (UCAM) - Website Design, Client Management

Purich - Packaging design

Kemwell Biopharma - Pitchdeck and Website Design

Vantage Nutrition - Website Design

Avira Probiotic - Packaging Design

Thesis Project

Industree Foundation

January 2020 - August 2021

Impact Edge - On-Field Research, Brand Design, Business Model

Development, Packaging and Advertising for Native Trail.

Graphic Design Intern

Velocity Brand and Consultants

April - June 2019

President MT - Brand campaign and collaterals

MasterCard - Collateral Design

Med tech - Packaging Design

Bajaj Finserv - Banner Design

Graphic Design Freelance

TEDx - Brand campaign and collaterals

Bombay in a Bun - Identity and Packaging

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ACHIEVEMENTS AND HONORS

Introduction to Typography I (CAL Arts – Coursera)

Logo Design Techniques I (LinkedIn learning)

Designing and Prototyping a Website Adobe XD.
(LinkedIn learning)

Our solution for **‘Grocery Shopping during Covid-19’**

was selected over 350 solutions submitted to PIIIndia.org Solution was showcased to the Parliamentarians across parties and states in India.

Team: Krishna Pranav, Ria Shah, Bhavya Agrawal, Srishti Garg

Packaging of the world (feature): Native Trail

SOCIAL EXPERIENCES

Volunteer

Sahjeevan Oldage Home

August 2020 - Jan 2021

Participant

Attatakkalari Intensive Dance Course

December 2017

Participant

Vernal Equinox along with Candice Jacobs

December 2018

SOFTWARE

Adobe Photoshop

Adobe Illustrator

Adobe Indesign

Adobe XD

Adobe Lightroom

Webflow

Blender

Procreate

COMPETENCIES

Conceptualization

Time Management

Teamwork

Insight Mining

Client Servicing

LANGUAGES

English

Hindi

Gujarati

Marathi