

# POOJA SHAH

## GRAPHIC DESIGNER

- 📞 IND: +91 9819580812  
USA: +1 (312)358-2917
- 🌐 www.poojajshah.com
- 📄 www.behance.net/poojashah20
- ✉️ poojajps75@gmail.com
- 🌐 www.linkedin.com/pooja-shah
- 📷 www.instagram.com/thejunction.jpg

## SKILLS

Illustration (Procreate)  
Communication  
Design Thinking  
Conceptualizing  
Organization  
Time Management  
Collaboration  
Microsoft Office  
Adobe Creative Suite  
Illustrator  
Photoshop  
InDesign  
After Effects

## INTERESTS

Skiing  
Travel  
Fashion Styling  
Certified Open Water Diver

## LANGUAGES

English  
Hindi  
Gujarati

## EDUCATION

### SAVANNAH COLLEGE OF ART & DESIGN (SCAD)

Savannah, GA, USA

B.F.A Graphic Design

2016 – NOV '2020

### JAMNABAI NARSEE INTERNATIONAL SCHOOL

Mumbai, MH, IND

International Baccalaureate Diploma

2014 – 2016

## EXPERIENCE

### GROWN ALCHEMIST, *New York, NY (Remote)*

Graphic Designer

Grown Alchemist is a skincare brand with aesthetics like non-other. It's cool, edgy, modern, and just risky enough. I worked as their in-house full-time graphic designer. On this job, I gained After Effect skills, learned how to build promotions on a large scale, and managed e-commerce promotional updates using programs such as shogun. This role was very focused on digital design with the inclusion of print from time to time .

JULY '22 – CURRENT

### E1011 LABS, *Los Angeles, California*

Graphic Designer

This is a cannabis company that has three sub-brands. They are a relatively new company. In my time here I have worked on redesigning a lot of the brand's identity such as updating product catalogs, packaging, and social media and finally their website. Along with large-scale booth builds and marketing efforts.

SEP '21 – JULY '22

### SCA AGENCY, *New York, NY (Remote)*

Freelance Graphic Designer

Here I've worked range of clients from a variety of different industries. I've built brand catalogs, worked on social media content, UI/UX builds and deep dived into design thinking.

JAN '22 – CURRENT

### TLDR;

Personal Startup Venture

A personal project I began working on during the initial quarantine. I noticed a gap for well-designed phone cases for a very niche target audience in India. It's currently still in the works, but I've found manufacturers, worked on the brand identity, conducted market research, and am currently working towards launching soon.

JUNE '20 – CURRENT

### R+A | A+S WEDDINGS, *Remote*

Freelance Graphic Designer

I worked on two weddings through an Instagram account I started (@theweddingjunction.jpg) that catered to Indian weddings taking place in America. From handling their wedding logos & identity to collateral designs.

APR '21 – JUL '21

### RADHIKA PITTI STUDIO, *Remote*

Junior Graphic Designer

This is a small graphic design studio based in Hyderabad. Their work is more print-based, which is something I got to explore in more detail. I got the opportunity to design wedding logos, invitations, and collateral and got to learn a lot about the aesthetics of design and branding for the wedding industry in India.

NOV '20 – JAN '21

### EXHALE LABEL, *Remote*

Freelance, Website Design

A freelance project Exhale Label to redesign of their website. I worked with a developer to create my vision into a reality. I re organized and created a visual language for the website that matched that of the brand.

SEP '20 – NOV '20

### VIBE LIQUITERIA, *Mumbai, IND*

Freelance, Label and Social Media Design

This project started as a label design task for the company that was launching its first set of sauces, they wanted something more conceptual to emphasize the ingredients used but also cut through the noise. After we closed the labels they came back for social media for the launch and marketing for the same.

MAY – AUG '20

## ACHIEVEMENTS

### DEAN'S LIST

3.6 Cumulative GPA

2016 – 2020

### SCAD ACHIEVEMENT HONORS SCHOLARSHIP

2016 – 2020