



# SALOMI N SHAH

FREELANCE MULTIDISCIPLINARY DESIGNER

## CONTACT

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## PROFILE

With 12+ years of experience. I've worked in agencies and in corporate and have a fine balance of both. I've designed for domestic (Indian) and International clients in the USA, UK, Nigeria, and Singapore as well, in most genres of the industry - Pharma, IT, Education, Healthcare, Legal, Financial, and more lighter industries like Entertainment, Fashion, Luxury, and Construction.

Using my clean and eclectic sense of design, I have found my core passion in digital & print publishing, and branding. I've worked on websites, social media design and strategy, and enjoy coming up with unique campaigns for Digital and Guerilla Marketing.

## SKILLS

- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- After Effects (Learning)
- Figma (Learning)
- Clients facing
- Visual ideation
- Colour theory
- Layout optimisation
- Strong Grid knowledge
- Creative Writing Ideation
- UI wire-framing
- 2D Animation design wireframing

## RELATED EDUCATION

L.S.Raheja School Of Art (2006 - 2009)  
Diploma in Visual Communication

Workstation (2010)  
Digital Graphics

FX School Of Visual Effects (2011)  
Certificate in Basic Photography

## WORK EXPERIENCE

October 2022 - October 2023

Art Director at Aló (Mumbai)

- Packaging design a new launch for an upcoming nutraceutical brand
- Designing of social media page for a US-based leading Jewelry brand
- Designing of social media page for famous nutraceutical brand (India page & some International)
- Lead the design team for the creative look for many internal publications for a top automobile brand
- Designed the intranet website for the UAQ government (Emirate of Umm Al Quwain, in UAE)

October 2021 - October 2022

Art Director and Infographic Specialist at The Brand Brewery (Mumbai)

- Conceptualizing and designing of multiple corporate events' core theme, visuals and collaterals
- Art directed and designed a national running ad for World Polio Day
- Managing and art directing the entire design for an international online gaming competition
- Created unique branding communication for corporate offices across India
- Core brainstorming and designing for CSR projects for award entries
- Lead designer for a pharma expo featuring multiple infographics on various medicines and sales
- Mentoring and leading 4 in-house designers on the team

March 2020 - September 2021

Freelance Designer

- Conceptualised and designed brand identity and exhibition for an International urban spaces firm
- Ideated and designed 'The Mandala Project' for social awareness on mental health
- Brand identity and guidelines for an International brand management firm
- Created fresh content and designs for various social media pages

Nov 2015 - Feb 2020

Senior Designer at teammagenta (Mumbai)

- Leading the design and brand guardian for a global financial association
- Brand languages for top law firms in India and Africa
- Website wire-framing and design for firms in India, UK, and Singapore
- Designed print magazines for India's leading chemical company and a british association
- Art direction and photography for corporate magazines
- Sketching and designing the cover and insides of a famous book
- Making infographics and slideshare powerpoints for India's acclaimed IT firm
- Social media design campaign for a health company based out of the UK
- Designed a newsletter template for a prominent chemical firm
- Designed storyboards for a noted International Information technology firm
- Initiated the infographic campaigns at magenta
- Designed the UI for an international school app
- Wrote blogs interlinking design with music
- Led and presented a design-led campaign for an Information Technology publication
- Leading, motivating and training the junior designer

Nov 2012 - Oct 2015

Founder & Design Strategist at Creative Cyclone (Mumbai)

- Design collaterals for charity events
- Social media design for a prominent UK based jewellery company
- Animation design collaboration with Cutting Crew for prominent automobile, toy, and IT firms
- Branding projects for hotels, restaurants, clinics, and startups

March 2010 - Nov 2012

Graphic Designer & Account Executive at Crayons Advertising (Mumbai)

- Internal branding for one of India's most prominent hospitals
- Created an identity for a clinic housed in a prestigious Indian hospital
- Marketing collateral for a hotel chain owned by India's oldest business house
- Advertising and marketing for India's own international airline
- Creative merchandising for a public sector bank and a T20 cricket sponsor
- Print advertising for top public sector companies and banks in India
- Social awareness campaigns for India's Central Railway & Concerned Communicator Awards
- Nominated for the Concerned Communicator Award by the company
- Guerilla marketing campaigns and display merchandising assignments