



SALOMI N. SHAH

MULTIDISCIPLINARY DESIGNER / ART DIRECTOR

CONTACT

+919819326424

salominshah@gmail.com

Mumbai, MH, India

linkedin.com/in/salomishah0211

Portfolio:
www.salominshah.com

02/11/1988

PROFILE

With 15+ 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.

My major in college was in Publishing, and I excel on using layouting and indesign.

In the recent years, I've worked as a freelance designer with design firms, ad agencies, and IT firms, successfully collaborating with their in-house teams to deliver high-end design projects managing tight deadlines and high expectations from agencies and clients.

Using my clean and eclectic sense of design, I have found my core passion in digital & print publishing, and branding. I've also worked on websites, social media design and strategy, and lately I enjoy working on UI/UX design projects collaborating with dev teams.

SKILLS

- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Figma (3+ years)
- 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) Visual Communication (Publishing)	Workstation (2010) Digital Graphics	FX School Of Visual Effects (2011) Certificate in Basic Photography
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WORK EXPERIENCE

- October 2023 - Present
Multidisciplinary Designer (Remote)
- Proactively working on social campaigns related to mental health
 - Conceptualised and designed brand identity and website for an International urban spaces firm
 - Designing of Social media designs for indian snack company, and for a green spaces furnishing firm
 - Brand identity and guidelines for an upscale wellbeing and yoga firm
 - Designed for a unique infographic-lead exhibition booths for a German based pharmaceutical firm
 - Brand guidelines for an Indian-found African conglomerate
 - Website design for a top real estate development firm in Mumbai
 - Complete UI/UX app design for a real estate SaaS Product collaborating with the clients dev. team
 - Infographic-lead exhibition booth panel design for an International urban spaces firm
 - Publishing help in a Sustainability Report pages for a UK-India firm
 - Worked closely with agency CD to design a Handbook for a top UK conference
 - Helped in rebranding corporate collaterals of a top global credit intelligence provider
 - Branding Design and website for an upcoming new event management firm in India
 - Rebrand overhaul of a famous UAE music center/school including website and various templates
 - Website Illustrations for a San Francisco based in smart device security firm
 - Annual magazine design for community conference in North America
 - Annual report design for a global Indian food manufacturing and consumer products company
 - Unique personalized illustrations for various gifting purpose
 - Annual report design for an independent London-based research and advisory organisation

- 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

- 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)
- 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
 - Social awareness campaigns for India's Central Railway & Concerned Communicator Awards
 - Nominated for the Concerned Communicator Award by the company