



# RIA SHAH

VISUAL COMMUNICATOR  
AND BRAND DESIGNER.

Pune, India,

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## ABOUT

A visual communicator and brand designer by profession, a storyteller by choice.

Brand strategy, visual Identity, editorial design and illustration art, are where my strengths and passion lie. Each of them with a focus on explorative iterative process, detailed concepts backed by strong research.

Studying the evolving extent of visual design, with its cultural context allows me to build experiential narratives and tell the world a story they can relate to.

Every experience is an opportunity to create.

## 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)

## PORTFOLIO

[www.riashah.com](http://www.riashah.com)

## BEHANCE

[www.behance.net/riashah98](http://www.behance.net/riashah98)

## LINKEDIN

<https://www.linkedin.com/in/ria-shah12/>

## EXPERIENCE

April 2019 – June 2019

Velocita Brand and Consultants

Graphic Design Intern

- Brand campaign and collateral design for President TMT.
- Collateral design for Mastercard.
- Packaging design for Medtech.

December 2018

Graphic Design Freelance - TEDx

## ACHIEVEMENTS AND HONORS

- Introduction to Typography (CAL Arts – Coursera)
- Logo Design Techniques (LinkedIn learning)
- Designing and Prototyping a Website Adobe XD.

• 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.

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

## SKILLS

### SOFTWARE

Adobe InDesign  
Adobe Photoshop  
Adobe Illustrator  
Adobe After Effects  
Adobe Lightroom  
Adobe XD  
Blender  
Procreate

### COMPETENCIES

Conceptualization  
Time Management  
Leadership Building  
Teamwork  
Insight Mining