

TEJAL SHAH

Product Designer | Creative Director

📍 Orlando, FL

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🌐 tejaldesigns.com

PERSONAL STATEMENT

My approach is dynamic while also keeping clarity and balance in mind. I'm passionate about improving the lives of others through design and am constantly looking to learn new things. With a background in media production, I strive to bring storytelling and delight to design. I have been fortunate to work with companies like Disney, ESPN, Syfy, NBC Golf Channel, Oprah Winfrey Network, IMG, etc.

I design, code and animate. I am currently looking for a full-time position in product design.

EXPERIENCE

2018-present **UX DESIGNER | CREATIVE DIRECTOR** **STUDIO T CREATIVE**
Orlando, FL

Recruited, led and managed an award-winning team of remote artists and designers across the globe. Supervised direction of overall strategic vision; shaped and guided animated content for clients including NBC, WME/IMG, A.B. Mauri and Disney.

- Applied research-based principles to drive the design of products that fully support end-user needs while also achieving the business vision.
- Led user research and interface design processes creating personas, visualizations, story boards, task flows, wireframes, high-fidelity mockups, and prototypes.
- In charge of client communications and projects from inception to delivery.
- Designed, coded and maintained company website.
- Consistently led firm's communication and presentation efforts with client-side C-level executives that facilitated strong project management and prioritized client's strategic goals.
- Managed full creative teams and multiple partners/vendors; responsible for all budgeting and scheduling and delivery of products.

2012-2018 **PRODUCER | MOTION GRAPHICS ARTIST** **FREELANCE**
Los Angeles, CA

Produced content for television networks, edited videos and created motion graphics for various projects for clients like Syfy, ESPN, Tru TV, Disney, Oprah Winfrey Network, NFL, amongst others.

- Researched materials, wrote questions and conducted interviews for documentary series.
- Organized footage and created storylines out of the available media.
- Created show packages and motion graphics.
- Directed a short starring Hannah Simone from FOX's "New Girl".
- Managed crews and schedules.

AWARDS

Emmy Award, 2018
Nomination, Motion Graphics

The Telly Award, 2018
Winner, Gold, Branded Content

W3 Award, 2018
Winner, Gold, Motion Graphics

Davey Award, 2019
Winner, Gold, Branded Content

SKILLS

Research, Competitive Analysis, User Interviews, Wireframing, High Fidelity Prototypes, User Personas, User Flows, Illustration, Animation, Video Editing, Branding, Coding, Management, Leadership.

TOOLS

Design: Figma, Sketch, Adobe XD, Axure, Marvel, WordPress, Webflow, Keynote, Usability Hub

Animation: Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro, Adobe After Effects

Code: HTML, CSS, Git/Github

EDUCATION

UX & Frontend Programming
BLOC

Editing & Motion Graphics
UCLA Extension, CA

BA of Arts, Major: English
University of Mumbai, India