



VARSHIP SHAH

SENIOR ART DIRECTOR

ABOUT ME

Creative director who is focused on delivering results, driven by self-motivation, and constantly seeking new and innovative ways to bring ideas to life. With the ability to understand and convey desired emotions, messages, and concepts through visual media, I have worked collaboratively with teams of designers, developers, copywriters, content strategists, and user experience experts to create engaging and effective campaigns. I have a talent for seeing the big picture and finding fresh and exciting solutions to challenges.

CONTACT

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🏠 Bhayander, Mumbai

EDUCATION

2011 - 2014
B.Com (Commerce)
Mumbai University

2011 - 2014
Animation, Motion Graphics
& VFX (MAAC)

EXPERTISE

Adobe Photoshop
Adobe Illustrator
Adobe After Effects
Adobe Premiere Pro
Web Design (Wix.com)
MS Office, Power Point, Excel

WORK EXPERIENCE

2021 - 2023

PROSE INTEGRATED

Mumbai, INDIA

Sr Art Director

- Provide guidance and support to the creative team.
- Oversee the entire creative development process, ensuring on-time delivery.
- Define the artistic vision and direction of projects, translating client briefs into compelling concepts.
- Collaborate with other departments for brand alignment and strategic goals.
- Manage multiple projects, prioritize workload, and allocate resources effectively.
- Mentor and provide feedback to junior designers and staff for growth and improvement.
- Stay updated with industry trends, technology advancements, and conduct research for informed creative decisions.
- Present creative concepts and strategies to clients, incorporating their feedback for final approval.
- Stay up-to-date with the latest design trends, techniques, and emerging technologies.
- Coordinate with production teams to ensure smooth execution of creative projects.

2019 - 2021

PROSE INTEGRATED

Mumbai, INDIA

Art Director

- Design a wide range of business products, such as brochures, stationery, banners, e-newsletters, infographics, and social media graphics.
- Oversee the entire production process, from initial concept development to the final finished product.
- Provide art direction and visualization to effectively communicate project goals and objectives.
- Maintain quality control standards throughout the design and production process.
- Collaborate with external vendors and suppliers to ensure timely and efficient delivery of materials.
- Actively participate in brainstorming sessions with the creative team to generate innovative ideas for copy and imagery.
- Offer guidance and expertise on brand alignment to ensure consistency and coherence across all design materials.

2018 - 2019

Media World Ventures

Mumbai, INDIA

Sr Graphic Designer

- Assist clients with creating graphics for presentations, brochures, and infographics.
- Plan, organize, and format content to ensure a clear and coherent message.
- Imagine, conceptualize, and design brochures, considering the target audience and the desired impact.
- Ensure prompt delivery of precise output according to client expectations and project deadlines.
- Provide daily feedback to clients, discussing progress, addressing any concerns or modifications, and seeking their input and approval.

2016 - 2018

Della Adventure & Resorts

Mumbai, INDIA

Sr Graphic Designer

- Lead and manage all aspects of graphic design projects for Della Adventure and Resorts Pvt. Ltd.
- Develop and maintain the visual identity and branding for the company.
- Collaborate with marketing and communication teams to ensure brand consistency.
- Manage multiple projects simultaneously and effectively prioritize workload.
- Provide guidance and feedback to junior designers and creative staff.
- Develop and present creative concepts and strategies aligned with company objectives.

2008 - 2016
Freelancer
INDIA

Freelancer

Specialize in a variety of creative projects such as logo design, print media, live event coverage, photography, video editing, web and graphic design, and branding services.

Ace Productions (AV Operator)

Specializes in professional video and audio engineering and imaging technologies for concerts, events and live plays.

Shah Photos (Video Editor)

As a Video Editor was responsible for assembling recorded raw material into a finished product that's suitable for broadcasting. The material may include camera footage, dialogue, sound effects, graphics and special effects technologies for concerts, events and live plays.

SKILLS

Skilled Multi-tasker

Attention to Detail

Adobe Illustrator

Branding

Creative Skills

Creative Design

Concept Generation

Advertising Campaigns

Corporate Branding

Visual Design

Typography

Branding & Identity

INTERESTS

Photography

Running

Netflix

Travelling and Foodie

Indoor Water Fountains

Simulation Games

PROFESSIONAL REFERENCE



Pallavi Kolhapure
Director
Prose Integrated LLC

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Darshana Rathod
Sr Designer
Media World Ventures

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Ajay Srivastav
Assistant Manager - Digital Marketing
Della Adventure and Resorts Pvt. Ltd.

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