

Ashna Shah

Visual Designer

San Francisco

+1 (551) 328 487

In/ashna-shah22

shahashna42@gmail.com

www.ashnashah.com

Education

California College of the Arts, Masters of Fine Art, Design (Major in Graphic Design)

August '22 – May '24

San Francisco, CA

Nirma University, Bachelor of Design, Communication Design

June '17 – May '21

Ahmedabad, India

Work Experience

Polymode Inc, Visual Design Intern

June '23 – May '24

Remote, United States

- Collaborated with a global team of 10+ designers to work on Airbnb's Airfinities Brand System; Sole owner of 10 stamps and 5 type designed letters while concept explorations; Building a brand system for the 17 global Airfinity communities; worked on 12+ emojis – sketch to final.
- Participated in research and crafted presentation decks for developing a comprehensive design history curriculum at the University of Cincinnati, by bringing a global perspective, transformative thinking and diverse content.
- Partnered with Yale University Art Gallery, Charlene Prempeh and D'Angelo Lovell Williams for three publications, proofreading 900+ edits and developing artist's books, including 'Mickalene Thomas/Portrait of an Unlikely Space,' and 'The Quick,'.
- Conceptualized and implemented a new metaphorical icon set indicative of an educational platform, BIPOC Design History.

Julian Theatre, Intern

June '23 – December '23

San Francisco, CA

- Led as a sole multidisciplinary designer to digitize the data of 100+ production houses and translate that into screens with a cohesive design language that resonates with the brand.
- Conducted stakeholder meetings and collaborated closely with the stakeholders to develop a modern design strategy using design methodologies.

Living Water Museum, Intern

April '22 – June '22

Remote, India

- Developed a design language inspired by local craftsmanship to build the visual design of 20+ screens and stop motion elements for Jal Jharokha, a virtual exhibition platform of a UNESCO world heritage site, Mehrangarh Fort in collaboration with Living Waters Museum and Mehrangarh Museum Trust.
- Assisted in the final stage of the project by refining 300+ images in 3 distinctive styles for the UNESCO-affiliated climate conservation platform, 'I Remember Water'.

Exhibition

Future Resonance, Designer

June '22 – May '23

San Francisco, CA

- Created 'Segway', an interactive installation featuring an intersecting funneling system of tubes floating in mid-air in collaboration with an interaction designer to create a multi-sensorial experience; Conducted 12+ interviews to collect their intimate stories of an individual reckoning with their grief from the pandemic.
- Funded by Google as part of Studio Forward, and showcased at Future Resonance, a month-long exhibition at YBCA with over 500 visitors.
- Led the graphics team of 5+ designers in collaboration with the book team and a senior designer to create a custom typeface for the exhibition's brand language.

Skills

Tools

Adobe Suite (Illustrator, InDesign, Photoshop, XD, Premier Pro), Figma, G-Suite, Keynote, MIRO, Procreate, Sketchbook

Design

Animation, Branding & Identity, Creative Coding, Contextual Design Research, Editorial Design, Filming, Photography, Storytelling, Typography, UI/UX Design, Visual Communication