

Ashna Shah

Visual Designer

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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 Designer

June '23 – May '24

Remote, United States

- Collaborated with a global team of 10+ designers on Airbnb's Airfinities Brand System; Sole owner of 10 stamps and 5 type designed letters while exploring; developing brand identities for 17 global 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 publications, proofreading 900+ edits and developing books, including 'Mickalene Thomas/Portrait of an Unlikely Space', 'Now You See Me,' and 'The Quick'.
- Conceptualized and implemented a new metaphorical icon set indicative of an educational platform, BIPOC Design History.

Julian Theatre, Visual Designer

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 & collaborated closely with them to develop a modern design strategy using design methodologies.

Future Resonance (Studio Forward x Google), Designer

September '22 – May '23

San Francisco, CA

- Created 'Segway', an interactive installation with an interaction designer to create a multi-sensorial experience; Conducted 12+ interviews to collect their intimate stories of 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 with book team & senior designer to create a custom typeface for the exhibition's branding.

Living Water Museum, Design Intern

April '22 – June '22

Remote, India

- Developed a design language inspired by local craftsmanship to build 20+ screens & stop motion elements for Jal Jharokha, a virtual exhibition of UNESCO world heritage site, Mehrangarh Fort in collaboration with Living Waters Museum & 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'.

Navya by Nirali, Graphic Designer

August '21 – Jul '22

Ahmedabad, India

- Directed product photoshoots for collections, producing 150+ images that elevated brand aesthetic and language.
- Managed social media and marketing assets resulting in 45% increase in online engagement & social media visual content performance.

Lemon Melon Studio, Co-Founder

September '21 – June '22

Ahmedabad, India

- Founded and led a multidisciplinary studio with a product designer, worked with clients from fashion to finance to many more.

DS Web Technologies, Designer

July '19 – July '20

Ahmedabad, India

- Designed marketing assets for global clients across diverse industries that enhanced brand perception & supported business growth.
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Exhibition & Awards

AIGA 50 Books | 50 Covers of 2023, Received this award for Mickalene Thomas / Portrait of an Unlikely Space

October '24

Future Resonance (Studio Forward x Google) Exhibition at Yerba Buena Center for the Arts

April '23

Skills

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

Design Animation, Branding & Identity, Creative Coding, Contextual Design Research, Editorial Design, Filming, Photography, Typography, Web Design, Visual Communication