

Shefali

Tools

Adobe Illustrator
Adobe Photoshop
Adobe Indesign
Sketch
Invision, Principle, Figma
Keynote, Powerpoint, Paste
Notion, Slack

Skills

Brand Strategy
Visual Branding
Collateral Design
Environmental Graphics
Marketing Strategies
Campaign Design
Signage Design
Interaction Design

Portfolio

shefalidesigns.com

LinkedIn

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Email

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Phone

+1 (646) 427-7287

Address

68 Van Reypen St,
Jersey City, NJ 07306

A **graphic designer**, I am experienced in **branding and marketing** with some experience in space and industrial design. My knowledge of **digital product design** is fresh from a masters program. A team player, I have worked with clients from several industries including IT, real estate, food and beverage companies and startups. **Visual and functional** aspects of design are my forte, no matter the medium.

Experience

Freelance Graphic Design Experience

TPN, New York, NY (client: Campari) - February 2020 - March 2020

Artistic Tile, Secaucus, NJ - January 2020 - February 2020

Beyond the Byte, Mumbai, India - March 2017 - April 2017

D3 Connections, Singapore - October 2016 - November 2016

Designing presentation decks and marketing material in both print and digital media for industries in alcoholic beverages, luxury tiles, information technology and recruitment.

New World Group, Inc., Secaucus, New Jersey

July 2019 - November 2019

Graphic Designer

Worked on designing marketing materials from brochures, ads, window signage and building signage to websites, email blasts and brand design primarily for real estate clients.

Ajay Shah Design Studio (ASDS), Mumbai, India

August 2016 - June 2018

May 2015 - July 2015

Senior Graphic Designer

Graphic Design Intern

Worked on multiple types of projects ranging from branding and collateral design to space and surface design, managing clients and vendors from start to finish.

Education

August 2018 - May 2019

Parsons School Of Design, The New School, New York, US

MPS in Communication Design

June 2012 - July 2016

Srishti Institute of Art Design & Technology, Bangalore, India

B. Des. in Brand Strategy and Visual Communication