

# Shefali

A **graphic designer**, I am experienced in **branding and marketing** with experience in **digital product design**. Curious by nature, I excel at problem solving and conceptual ideas. A team player, **visual and functional** aspects of design are my forte, no matter the medium. I believe that an identity must be applied across print and digital media, spaces and products seamlessly to **create a complete brand experience**.

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## Tools

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

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## Skills

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

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## Portfolio

[shefalidesigns.com](http://shefalidesigns.com)

## LinkedIn

[linkedin.com/in/shefali93](https://www.linkedin.com/in/shefali93)

## Email

[shefalibalani@gmail.com](mailto:shefalibalani@gmail.com)

## Phone

+1 (646) 427-7287

## Address

55 River Drive South  
Jersey City, NJ 07310

## Experience

### Freelance Graphic Designer

October 2016 - Present

**GAR Corp, Hyderabad, India**

**Phoenix Group, Hyderabad, India**

**Margaret V Fitness, New York, NY**

**TPN, New York, NY (client: Campari)**

**Artistic Tile, Secaucus, NJ**

**Beyond the Byte, Mumbai, India**

**D3 Connections, Singapore**

Designing presentation decks, marketing material, websites and/or signage design in both print and digital media for industries including alcoholic beverages, luxury tiles, information technology, recruitment, fitness & real estate.

### 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.

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## 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