

Shefali

Tools

Adobe Creative Suite
Sketch, Figma
Invision, Principle
Keynote, Powerpoint

Skills

Brand Strategy
Visual Branding
Collateral Design
Interaction Design
User Experience Design
Marketing Design

Portfolio

shefalidesigns.com

LinkedIn

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

Email

shefalibalani@gmail.com

Phone

+1 (646) 427-7287

Address

829 Garfield Avenue
Jersey City, NJ 07305

Experience

The Macallan Group, Hoboken, NJ

April 2023 - December 2023

Art Director

Specialized in creating effective branding and design solutions for our healthcare clients. In this client-facing role, I gather essential intel and insights to develop comprehensive design briefs and concepts that align with client requirements. I then build multiple design routes to offer a range of possible solutions, which I execute with precision and attention to detail. My focus on client satisfaction and collaborative approach ensures that all design work exceeds expectations and delivers measurable results.

DBOX, New York, NY

August 2021 - October 2022

Graphic Designer

Primarily worked with clients in the real estate industry to create marketing collateral for new developments across the US. Some of the notable clients I collaborated with included SHVO, Mandarin Oriental, and Four Seasons.

Freelance Graphic Designer

August 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 · New World Group, Inc., Secaucus, NJ · D3 Connections, Singapore · Ajay Shah Design Studio, Mumbai, India

Creating visually compelling presentation decks, marketing materials, websites, and signage designs in both print and digital media for various industries, including alcoholic beverages, luxury tiles, information technology, recruitment, fitness, and real estate.

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

As an **experienced graphic designer**, I specialize in **branding, marketing, and digital product design**. My forte lies in creating visually appealing and functional designs across various media, seamlessly integrating identities across **print, digital, space, and product design** for a complete brand experience.