

# MANSI SHAH

Graphic Designer | Branding & Packaging Specialist

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## PROFESSIONAL SUMMARY

Creative and detail-oriented Graphic Designer with 6+ years of experience across advertising, marketing, packaging, and branding. Skilled in Adobe Creative Suite and cross-functional collaboration, with a proven track record of delivering compelling visual solutions on time. Passionate about elevating brand identity and customer experience through strategic design thinking.

## WORK EXPERIENCE

**Graphic Designer & Production Artist | Eminence Organic Skin Care** **Jun 2023 – Present**

- Conceptualized and produced multi-channel marketing collateral including packaging, infographics, social media assets, advertising, and PR materials, supporting product launches from ideation to shelf
- Developed design visuals, sketches, packaging mock-ups and presentation slides to support product launches
- Collaborated with cross-functional teams like Marketing, Product Development, and Supply Chain teams to execute packaging design projects
- Designed and maintained standardized packaging templates to align with brand guidelines
- Collaborated with Project Managers to establish timelines, ensure organized and consistent filing system, and meet project deadlines efficiently
- Prepared production-ready files for vendors, ensuring timely delivery for production runs and sample development

**Senior Graphic Designer | Define Group** **Jul 2022 - Feb 2023**

- Worked closely with the marketing team to design branding assets for multiple restaurants simultaneously, ensuring a distinct and cohesive brand identity across locations
- Managed the designs of multiple restaurants simultaneously in a fast-paced environment ensuring the deadlines are met, some of them include Yolks, Community Taps + Pizza, and Blowers & Grafton
- Revamped outdated marketing materials for key clients, modernizing visual aesthetics and increasing brand engagement across print and digital touchpoints
- Coordinated with print vendors to oversee the final print outcome to ensure print quality and consistency

## Freelance Graphic Designer

Nov 2019 - Nov 2021

- Developed brand identities that helped businesses establish strong visual presence, resulting in increased customer recognition and market visibility
- Partnered with design and marketing agencies on contract engagements, contributing brand identity, print, and digital design work across a variety of client industries

## Senior Graphic Designer | Gemius Design Studio

Oct 2018 - Nov 2019

- Collaborated with clients, art directors, and cross-functional team members throughout the various phases of a project to determine project scope and deliverable
- Developed creative concepts for various clients in print and digital media such as catalogues, menus, brochures, brand logos, banner ads, etc.
- Identified the best ways to illustrate and communicate clients' vision while complying with design best practices

## Graphic Designer | Zero Gravity Communications

Jun 2016 - Sep 2018

## SKILLS

### Design Skills

Graphic Design, Branding & Visual Identity, Packaging, Advertising, Typography Illustrations, Print Designs, Infographics, Social Media Graphics, Campaigns, Brochures, Magazines, Concepting, Digital Advertisements, Motion Graphics

### UI/UX

User Flow, Wireframing (Low & High Fidelity), Prototyping

### Project Management

Asana, Notion, Trello, Jira, Detail Oriented

### Software

Adobe Illustrator, Photoshop, InDesign, Figma, Canva, After Effects

## EDUCATION & CERTIFICATIONS

### Google UX Design Program (Project: [Food ordering and delivery app project](#))

NPower Canada | Toronto

14-week in-class training with hands-on experience including:

- Gain an understanding of foundational UX Design concepts, including user-centered design, the design process, accessibility, and equity-focused design
- Conduct competitive audits to identify usability issues and ideate solutions that resolve user problems
- Build wireframes, mock-ups, and low and high-fidelity prototypes with Figma and to demonstrate the design and simulate the functionality of websites and applications

### Bachelor of Fine Arts (Specializing in Graphic Design)

May 2016

MS. University, Faculty of Fine Arts | India