

# SHREYA SHAH

I believe in thoughtful, concept-driven design.

## Freelance Graphic Designer for MiCo

November 2022 – April 2023

- Conceptualised and designed an end to end brand identity for MiCo, an urban mushroom farm based in Pune
- Collaterals include - logo, information and recipe booklet, packaging labels, business cards, pop-up exhibition collaterals, brand guideline book and social media launch posts

## Freelance Graphic Designer for Genesis Block

December 2022 – January 2023

- Designed the brand identity, YouTube and Spotify templates for Genesis Block, a web-3 podcast and newsletter

## Junior Graphic Designer at AGENC

November 2021 – November 2022

- Designed an updated visual identity for Stage3, a social shopping app directed towards Gen-Z across various social media collaterals
- Created campaign identities and grids for their Rhea Kapoor, Athiya Shetty & Stage3 Squad campaigns
- Designed social grid, ads and posts from February to July 2022
- Expanded upon the existing visual language to create social media collaterals for Other Label, a bespoke luxury fashion brand, across both their collections & designed their Resort22 Collection lookbook
- Designed the popsicle box packaging & ice cream tub sticker for Mama Mia, a fast casual dessert parlour
- Expanded upon and updated the existing design language by creating new design templates for Ditas, an upscale European restaurant
- Designed the PWC Calendar for 2022-2023
- Designed social media creatives and templates for Stockroom, Mama Mia, Nandita Thirani & Joi Farms

## Graphic Designer for MANTLE

July 2021 – September 2021

- Designed prototype app screens for Mantle, an NFT marketplace

## Website Design for Portraits by Jeetu & Kinnari

April 2021 – May 2021

- Redesigned website to incorporate the photographer's vision while complimenting their photography style

## PROFICIENT IN

Adobe Illustrator  
Adobe Photoshop  
Adobe InDesign  
Adobe Premiere Pro  
Adobe After Effects  
Figma, Sketch

## CAPABILITIES

Brand Identity Design  
Website & App Design  
Editorial Design  
Illustration & Animation  
Printmaking

## EDUCATION

Parsons School of Design  
2016 - 2020  
BFA Communication Design

Dhirubhai Ambani  
International School  
2014 - 2016  
International Baccalaureate

## CONTACT

shreyashahportfolio.com

shreyashah.198@gmail.com  
+91 9619637068

Mumbai, India