

TANVI SHAH

Art Director

tanvishah617@gmail.com | +91 9930155266 | tanvishah.com.au | [linkedin.com/in/tanvishah7/](https://www.linkedin.com/in/tanvishah7/)

Multidisciplinary Art Director with 7+ years of experience creating distinctive visual identities, campaigns, and digital experiences. I combine strong conceptual thinking with an eye for aesthetics, storytelling, and detail — translating brand ideas into compelling visual worlds. Experienced in leading creative direction from concept to execution, collaborating across disciplines, and building design systems that make brands feel considered, relevant, and memorable that leave an impact.

CORE COMPETENCIES

- **Ecommerce Design:** Product pages, banners, CRO-focused creatives
- **Campaign Design:** Performance ads, social media, email marketing
- **UI/UX Design:** Wireframing, prototyping, user-centric interfaces
- **Brand Storytelling:** Visual narratives across digital touchpoints
- **Collaboration:** Cross-functional teamwork with marketing & product teams

EXPERIENCE

Art Director (Promoted)

For Young India | Mumbai

March '26 – August '26

- Develop creative concepts, visual identities, art direction, and design systems that translate brand strategy into cohesive, high-impact communication
- Drive projects from **concept to execution**, overseeing visual consistency, design quality, and creative output across multiple touchpoints
- Collaborate with strategy, marketing, content, and cross-functional teams to translate business objectives into compelling visual narratives
- Provide **creative direction and mentorship to designers**, establishing stronger design thinking, execution standards, and visual consistency across projects

Senior Designer (UI/UX & Digital Design)

For Young India | Mumbai

September '25 – February '26

- Led **UI/UX design projects** for digital platforms, improving usability and customer journeys
- Designed **ecommerce-focused interfaces, landing pages, and user flows** aligned with business goals

- Created **branding systems, pitch decks, and visual communication** assets for clients
- Developed social media creatives and performance marketing assets for digital campaigns
- Collaborated with marketing and product teams to deliver **cohesive, high-impact design solutions**

Visual Design Co-Ordinator

July '24 – August '25

Yamaha Motor Australia & NZ Pty Ltd | Sydney

- Designed campaign creatives, hero banners, and ecommerce assets across digital platforms
- Designed campaign assets, hero banners, and pitch materials aligned with brand identity
- Partnered with marketing and sales teams to refine submissions using data-driven insights
- Mentored junior designers while maintaining high-quality, fast-turnaround outputs

Graphic Design Internships | Sydney

Be Learning | Liverpool City Council | Killara Services & Elk Cocktail Lounge

2023-2024

- Created digital campaigns, brochures, product assets, and infographics
- Led design of digital and print collateral including campaign graphics, product assets, & infographics
- Designed motion graphics and launch collateral to enhance brand campaigns
- Designed press ads and brand-compliant templates following strict layout and design guidelines
- Contributed to wellness, F&B, and lifestyle brands with clean, elevated design

Social Media & Graphic Designer

March '23 - June '24

Spice Zen | Sydney

- Designed and iterated Meta ad creatives, boosting engagement by 92% through campaigns
- Produced scroll-stopping visuals and optimized variants based on CTR and conversions
- Created branded Klaviyo email campaigns supporting eCommerce growth
- Designed marketing and promotional decks supporting sales proposals and campaigns
- Integrated AI-driven ideation workflows to accelerate creative delivery

Senior Graphic Designer

March '20 - December '22

Shirin Neterwala Malkani | Mumbai

- Delivered end-to-end design projects across branding, retail campaigns, and product launches
- Directed photoshoots and asset creation to support bold brand storytelling
- Balanced minimalist design with trend-driven creative strategies for wellness and lifestyle clients
- Coordinated with clients and cross-functional teams to deliver brand-consistent, trend-led campaigns

EDUCATION

Master of Interaction Design
University of Technology Sydney

February 2023 - February 2025

- *Selected For Apple Foundation Program 2023 Spring (UI/UX & Swift Programming)*

Bachelor in Visual & Communication Design
Ecole Intuit Lab French Institute of Design & Visual Communication
Coursework in packaging design, branding, and visual communication

July 2016 - May 2020

- *Selected For a Student Exchange Program in France*
-

CERTIFICATIONS

Apple Foundation Program (UI/UX Swift Programming) from University of Technology Sydney

Foundations of User Experience (UX Research) from Google Course

User Experience Certification from Udemy Academy

KEY ACHIEVEMENTS

- Boosted Instagram engagement by 92% through visuals and motion graphics
 - Produced branded sales collateral for NetApp & Liverpool Council
 - Delivered narrative-driven brand campaigns across digital and print platforms
-

VOLUNTEER EXPERIENCES

Mental Health First Aider at Australian Kookaburra Kids Foundation - 2024 - Present

Teaching Head at Teach for India - 2016

Cultural Exchange Student at Ecole Intuit Lab in France - 2020

SKILLS

Design Tools: Adobe Creative Suite, Figma, Canva

AI Tools: Chatgpt, Claude AI, Figma AI, Midjourney, Microsoft Clarity

Creative Strengths: Branding, Visual Design, Storytelling, UI/UX

Channels: Digital Campaigns, Print, Social Media, Event Branding, Lead Managements

Strengths: Conceptual problem-solving, collaboration, adaptability, storytelling