TANVI SHAH

GRAPHIC & UI UX ROCKSTAR

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Sydney, NSW

An experienced Interaction Designer with a strong background in Graphic Design & Digital Marketing who loves storytelling through design. Driven by curiosity, empathy, collaboration and process, I'm a thoughtful problem-solver who enjoys creating digital products that are seamless and impactful. Experienced in managing diverse design projects while maintaining a strong focus on collaboration, creativity, and continuous growth.

EXPERIENCE

Digital Printing Assistant & Graphic Designer
Avis Printing • Dec '24 - Present, Sydney

Collaborated with clients to create custom designs, meeting their specifications while maintaining brand standards

Performed pre-press file checks, ensuring all files were print-ready and resolved any issues related to formatting or color alignment

Operated Fuji Xerox Digital Printing equipment to produce high-quality business cards, envelopes, flyers, booklets, and various marketing materials

Streamlined the printing process to enhance efficiency, resulting in a 20% reduction in turnaround time

Graphic & Social Media Marketing Coordinator
Elk Cocktail Lounge • July '24 - Nov '24, Sydney

Solely developed, implemented, and tracked an effective social media campaign resulting in a 75% increase in brand visibility & followers

Designed creatives and maintained an effective editorial calendar of content for all social media channels to ensure timely and relevant posting

Crafted and delivered timely responses to inquiries, complaints, and comments, boosting customer satisfaction by 20%

Communications Intern
Liverpool City Council • Aug '23 - Nov '23, Sydney

Conceptualizing and creating visual designs for print and digital media. Developing creative and innovative design solutions

Working closely with head of digital to pan out print colleterals such as brochures, flyers, posters, booklets etc

Designing and maintaining brand identities and style guide for City Council ensuring brand consistency across all platforms

EDUCATION

Masters Of Interaction Design
University of Technology Sydney • Feb 2023 - Feb 2025

Selected For Apple Foundation Program 2023 Spring

Bachelor In Visual & Communication Design
Ecole Intuit.Lab French Institude of Design & Visual Communication • July 2016 - May 2020

Selected For A Student Exchange Program In France

Bachelor In Management Studies
R.A.Podar College Of Commerce and Economics • Aug 2014 - Apr 2017

CERTIFICATIONS

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

Foundations of User Experience (UX Research)
Google Coursera Course

User Experience Certification
Udemy Academy

VOLUNTEER EXPERIENCE

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

- **Graphic Design Intern**

  Be Learning • April '23 - June '23, Sydney

  Working closely with the founder and head of digital to pan out illustrations and typography for the promotional videos

  Illustrated designs using storyboards and sitemaps; also defined the tone and voice of the brand through icon design

  Learned and implemented subject matters into design for infographics, corporate videos and sales presentation

- **Social Media Manager**

  SpiceZen • March '23 - June '24, Sydney

  Led a social rebrand for SpizeZen's network, resulting in a 92% increase in overall engagement across social media platforms

  Boosted brand awareness by 20% with the help of innovative & witty punch lines

  Collaborated with internal teams to create promotional content within deadlines, helping to increase brand awareness by 50%

- **Freelance UI/ UX Designer**

  Chance • July '22 - February '23, Mumbai

  Applied UX tools, methodologies and best practices to deliver powerful new features that enabled our customers to be more engaging, especially in lead-generation

  Contribute to the research, development and design and was in charge of integration of a new, more efficient customer support app

  Spearheaded improvements in the UI, user flows, global navigation, information architecture and messaging to reduce friction and ease pain points for our users

  Overlooked entire process from ideation to execution

- **Senior Graphic Designer**

  Shirin Neterwala Malkani • July '20 - Dec '22, Mumbai

  Created innovative design packages to elevate and differentiate branding, marketing and advertising initiatives

  Coordinated with the 15-member team to develop engaging and innovative graphic designs for logos, flyers, posters, and page layouts

  Trained junior graphic designers on Adobe Creative Suite programs such as Illustrator, Photoshop, Indesign, AfterEffects, etc.

  Delivered completed designs within the given timeframe to clients for feedback & executed the project

SKILLS

Core Design Skills: Illustration & UI Design for Websites • Adobe Creative Suite (Illustrator, Photoshop, InDesign) • Motion Graphics: After Effects, Premiere Pro • Microsoft Office Packaging & Marketing Design • Wireframes & Mockups with Figma, Canva & Photoshop • Style Guides & Pattern Library • Lookbook Design Social Media Content Design (Instagram, Facebook, TikTok) • Skilled in PowerPoint for Presentation Design • Packaging Design Typography • Brand Strategy • Marketing Design Concept Development • Visual Storytelling Email Templates • Storyboarding, and Animations

Soft Skills: Time Management & Multi-tasker Strong Project Management Skills • Detail Oriented Flexible • Communicative • Curious & Open-minded Worked on Excel/Google Sheets and Acrobat Pro Ability to Work Calmly through a Fast-paced Environment • Attention to Detail • Facilitating Design Critiques, Cross-Functional Teamwork Brand Identity Development

TOOLS I USE

Sketch • Figma • Invision • Slack • Canva Illustrator • Photoshop • Indesign • AfterEffects Premier Pro • Media Encoder • MicrosoftWord Excel • PowerPoint

INTEREST & HOBBIES

Travel   Photography   Running   Cinema

REFERENCES

On Request