

# MANSI SHAH

## Graphic Designer

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## SUMMARY OF QUALIFICATIONS

Creative and detail-oriented Graphic Designer with over 6 years of design experience, working with a diverse range of clients in Advertising and Marketing industry. I'm skilled in Adobe Creative Suite, visual storytelling, and cross-functional collaboration to execute compelling designs. I'm passionate about elevating brand identities and enhancing customer experiences through design solutions. I'm accustomed to performing in a deadline-driven environment without affecting the quality and creativity while working on multiple projects simultaneously.

## WORK EXPERIENCE

### Graphic Designer & Production Artist

Jun 2023 – Aug 2025

Eminence Organic Skin Care | Vancouver

- Conceptualized and delivered creative graphic designs for marketing collateral, including infographics, social media, advertising, PR materials, print labels, and packaging
- 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 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 and sample development

### Senior Graphic Designer

Jul 2022 - Feb 2023

Define Group | Vancouver

- 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 Pacific Poke, Yolks, Community Taps + Pizza, and Blowers & Grafton
- Revamped outdated marketing materials, increasing brand engagement and modernizing visual aesthetics
- Coordinated with print vendors to oversee the final print outcome to ensure print quality and consistency

- Freelance Graphic Designer** Nov 2019 - Nov 2021  
 India
- Developed brand identities that helped businesses establish a strong visual presence, leading to increased customer recognition
  - Worked with design and marketing agencies on a contract basis and collaborated with their internal team to complete various projects

- Senior Graphic Designer** Oct 2018 - Nov 2019  
 Gemius Design Studio | India
- 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** Jun 2016 - Sep 2018  
 Zero Gravity Communications | India

## SKILLS

- |                           |   |
|---------------------------|---|
| <b>Design Skills</b>      | Branding & Visual Identity, Logos, Packaging, Advertising, Typography Illustrations, Print Designs, Infographics, Social Media Graphics, Campaigns, Brochures, Magazines, Concepting, Digital Advertisements, Motion Graphics |
| <b>UI/UX</b>              | User Flow, Wireframing (Low & High Fidelity), Prototyping   |
| <b>Project Management</b> | Asana, Notion, Trello, Jira, Detail Oriented, Problem Solver  |
| <b>Software</b>           | 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