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An award-winning graphic designer, shaping ideas into impactful visual stories. I am driven by a creative curiosity for captivating designs that resonate.

EDUCATION

Master of Arts: Advertising And Branding Savannah College of Art And Design	2023-2024
Art & Design certification FX School	2018-2019
Post-graduation in Visual Communication Design Ecole Intuit Lab	2021-2023

SKILLS

- Figma
- Procreate
- Adobe Creative Suite
- Final Cut Pro
- MS 365
- Generative Image creation & editing
- Illustration
- UI/UX
- Creative Thinking
- Conceptualization
- Color Theory
- AI assisted design & Concept development
- Motion Design
- Firefly AI
- Midjourney
- Canva AI

PROFESSIONAL EXPERIENCE

Graphic Designer: Biostem Technologies 01/2025 - Present

- Designed packaging for various products, adapting to different brand needs, formats, and target audiences while maintaining visual consistency.
- Leveraged generative AI tools to ideate concepts, enhance creative exploration, and streamline design workflows, reducing turnaround time by 25-35%.
- Produced scientific artwork for a published research paper using AI-assisted design techniques.
- Designed booth artwork and supported spatial layout for events, ensuring cohesive and visual experiences.
- Conceptualized and created flyers, posters, cards, and other print collateral aligned with campaign objectives.
- Developed impactful event collateral that enhanced brand visibility and contributed to successful campaigns.
- Created OOH and social media creatives, consistently delivering high-quality work under tight deadlines.

Creative intern: Pure Red 06/2024 - 08/2024

- Worked with the team to design *creative ads* using Figma and Adobe Photoshop.
- Conceptualized and created *storyboards* for videos using Adobe Illustrator and Photoshop.
- Ideated creatives for OOH and social media creatives within tight deadlines.

Lead Graphic Designer: GoToCo 01/2023 - 06/2023

- Created engaging brand designs, *innovative packaging designs*, and unique identity designs with softwares like Illustrator and Photoshop that resulted in a 15% company growth.
- Planned & redesigned *social media content*.
- Streamlined design processes for increased efficiency and faster project turnaround times.

Graphic Designer & UI/UX Designer: Travel Food Services 05/2022 - 11/2022

- Conceptualized brand projects, *designed QSR brands*, and created design collateral for airports.
- Designed on-brand logos and packaging for airport food chains.

Lead Designer: Impact Summit 2020-2021

- Led a team of 9 designers to create social media posts, flyers and banners for events.
- Designed 200+ cohesive designs every week.
- Created a media strategy to advertise events and speakers.