SIMRAN SHAH

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Visual Designer with a background in architecture and a Master's in Graphic Design from the School of Visual Arts. Experienced in translating complex concepts into clear, compelling visual systems across branding, editorial, packaging, and UI. Known for blending strategic thinking with visual craft to shape meaningful narratives across digital and physical mediums.

Core Competency:

Visual Narrative Development
Brand Identity Design and Evolution
High-Impact Presentation Design
UI UX Prototyping and User Experience Research
Cross-Functional Team Collaboration
Creative Direction and Project Leadership
Style Guide and Design Documentation Creation
Accessibility and Inclusive Design

Software:

Figma
Illustrator
Photoshop
InDesign
Framer
VS Code
After Effects
Cavalry
Premiere Pro
Glyphs
Blender

WORK EXPERIENCE:

Graphic Design Intern - Animal Agency
Summer 2024 | Branding, packaging, advertising projects.

Founder - Atelier 1:1
2019-2023 | Led a multidisciplinary design practice in Valsad, handling architecture, interiors, landscape, restoration, and graphic design. Pitched over 40 projects and successfully delivered 12.

Graphic Design Intern - Qi Studio
Fall 2022 | Worked on branding, packaging, and art direction projects in a studio environment.

Collaborator - BYCS India
Spring 2021 | Contributed to urban mobility initiatives focused on making Indian cities more cycle-friendly.

Architecture Intern - Case Design
Spring 2018 | Supported the design team on the Biennale Architettura exhibition, involved in research and visual communication.

Part Time Intern - Clay Club
Fall 2017 | Worked at an interdisciplinary studio in Ahmedabad across projects involving material exploration and spatial design.

EDUCATION:

School of Visual Arts - MFA in Graphic Design
2023-2025 | Graduated with a focus on branding, storytelling, and a thesis-driven design venture.

Nirma University - B.Arch, Institute of Architecture and Planning
2014-2019 | Completed research thesis on "Design Process of B.V. Doshi - A Case of IIM Bangalore."

RECOGNITION:

Silas Rhodes Award - School of Visual Arts
2025 | Awarded for exceptional creative vision and academic excellence.

SVA Alumni Award – School of Visual Arts
2025 | Received funding and support for thesis development and execution.

Dieline Award – Packaging Design for Nectar
2024 | Recognized for innovation and craft in sustainable packaging design.