



VIDISHA

Graphic Designer

Vidisha Shah

I am passionate about turning ideas into visually stunning realities. To me great design is not just about aesthetics, it's about solving problems & achieving goals.

Unwrapping the 'WHY' in every story is how I approach my design process.

Professional Skills

Strategy & Branding Design
Visual Communication
Marketing Designs
Printing Operations
Customer Service
Problem Solving
Collaborative & Team Player
Multi-tasking & Adaptivity
Library Management systems

Recognition

SCAD Recognition' 22

Best Project Of The Quarter
Exhibition Catalog

SCAD Mosaic Catalog' 23

Annual Graduate Showcase
Amul Diwali Special
Theme Park branding

Certification

SCADamp

18 one-hour workshops

-It is a professional presentation studio that helped me prepare for the outside industry.

SCAD Forward Program

10 week Summer Program

-Helps to discover, plan and prepare for the future career opportunities.

Showcased

American Institute of Graphic Arts (AIGA)

Pin Up Show 2023

Languages

English, Hindi, Gujarati

Education

Savannah College of Art and Design [SCAD]

Atlanta, Georgia

MA Graphic Design & Visual Experience
2023

Rachana Sansad College of Applied Art & Craft

Mumbai, India

Bachelors in Applied Arts
2017

Technical Skills

Adobe Suite
Microsoft Suite

Work

Savannah College of Art & Design

Graphic Designer and Circulation Specialist

November 2023—present
Atlanta, Georgia

- Design tasks: Exhibition campaigns, display posters, presentations, Website modification, Team-building activities.

- Administrative: Service desk interactions, research assistance, problem solving, recording data, overseeing work-study students, solving printing problems, circulation desk responsibilities.

Design by Vidisha

Freelance

August 2023—October 2023
Atlanta, Georgia

- Projects: Corporate branding projects that includes logo design, brand research & strategy, social media promotional graphics.

- Client service: Networking, negotiating contract terms, troubleshooting issues, empathetic approach, time management.

Savannah College of Art & Design

SCAD Library Assistant II

May 2022—June 2023

Atlanta, Georgia

- Tasks: Shelving books, printing, material organization, inventory check, promotional media design.

- Administrative: Service desk interactions, research assistance, problem solving, updating data, direction assistance.

Sylvamo- Paper Company

Graphic Design & Print Production

Jan 2023—Mar 2023

SCADPro Sponsored Course
Atlanta, Georgia

- Revamped: Conceptualized Pocket Pal Ed. 22 with a trendsetting design approach
- Collaborated: Engaged in client interaction for feedback
- Responsibilities: Teamwork, layouts, special pages design, book compilation, material selection, lead on printing & binding.

Design by Vidisha

Founder & Creative Director

2019—2021

Mumbai, India

- Clientele: Served over 15 clients including Jindal Cocoa LLC, Cocoburst, Startup Reseau, Arcade Lightings.

- Responsibilities: Project management, strategizing designs, creative executions, printing press operations, live set ups, deadline sensitive, client satisfied feedbacks.

Shree Book Centre

Freelance Graphic Designer

2015—2021

Mumbai, India

- Role: Book cover design, book illustrations, logo design, color theory, new book concepts, audience psychology, market research, printing advice.

- Interactions: Team coordinations, design knowledge, post-print proof reads, planning & strategizing.

Quirky Carrot Designs

Senior Graphic Designer

2017—2019

Mumbai, India

- Brand Identities: Food & beverage branding, corporate identity, social media, publication design.

- Client Service: Personally managed more than 7 clients.

- Responsibilities: Manage junior designers, site visits, printing operations, conceptualizing, design campaigns, multimedia collaterals, visual storytelling.