

# PREKSHA SHAH

## GRAPHIC DESIGNER

prekshas96@gmail.com

+91 8082669334

## EDUCATION

**Ecole Intuit Lab**  
2019 - Present  
Post Graduation in Design,  
Advertising & Digital Communication

**Google Certified**  
2020  
Fundamentals of Digital Marketing

**University Of Mumbai**  
2017 - 2019, M.Com

**Reliance Education**  
2017, Certificate of Graphic Design

**Mithibai College Of Commerce**  
2014 - 2017, B.Com

**Mithibai College Of Commerce**  
2012 - 2014, HSC

**Children's Academy**  
2012, SSC

## SKILLS

### Software Skills

Adobe Photoshop  
Adobe Illustrator  
Adobe Indesign  
Adobe After-Effects (Basic)  
Adobe XD  
CorelDraw  
Figma

### Hand Skills

Sketching  
Portrait and Canvas Painting  
Oil and Wall Painting

## WORK EXPERIENCE

**Urban Platter** *March 2021 - onwards*  
*Executive Graphic Designer*

- Conceptualising and executing creative print design ideas, including visuals for packaging and trade marketing for the food products.
- Liaising with suppliers and service providers to ensure proofs are of good quality and in line with production specifications, 50+ new labels and more than 100 labels were updated.
- As the company started indulging in Paid Marketing, SEM, designing banners in different sizes became the primary task.
- Collaborated with marketing and copywriters, to create eye-catching designs graphics for events, social media, marketing collaterals for the brand promotions.

**HOUSE OF ANITA DONGRE (AND)** *February 2021 - March 2021*  
*Executive Graphic Designer*

- Blog of Experience  
<https://medium.com/@prekshas96/a-month-with-and-d5adc6f99c38>

**Silicon Veins Pvt. Ltd.** *March 2019 - July 2019*  
*UI-UX Designer*

- Led responsive designs for the company's product application, Biz Analyst, which led to an increase in lead generation to the market places and an increase in conversion rates.
- Contributed to redefining the brand and elevated design system by collaborating with the development team.
- Led initiatives to define animation guidelines and design micro interactions in UI along with working for other marketing collaterals.

**Thinkink Design** *August 2018 - March 2019*  
*Junior Graphic Designer*

- Worked closely with the clients to perceive their vision and built design themes as per their objectives.
- Designed and produced multiple forms of marketing materials including ads cards, banners, posters, and more.
- Researched and presented concepts and ideas for social media for clients like Audi, Ford, Dwarika Valley
- Created eye-catching graphics for events, social media, marketing collaterals for the brand promotions.
- Developed print productions ready designs.

**SevenThirstyPM** *February 2018 - June 2018*  
*Intern*

- Created highly persuasive sales and marketing collaterals, presentations and Social Media creatives for brand promotion.
- Contributed for end-to-end website designing with off-shore development team.

### Freelance Projects

Consulted startups like **Imperial Commercial, GooseBumps, Magnes Motors, NAREDCO, The Fashion Enterprise, Faddu Cases, BrainFreeze, Techknock Digital, Mighty Rebels Pictures** to develop and enhance the ergonomics of products and services.

## WORK PORTFOLIO

<https://www.behance.net/prekshas96>