

JANVI SHAH

Visual & Interaction Designer

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SUMMARY

Visual and interaction designer with 1 year of experience across brand identity, UX/UI, and communication design. Combines design research and strategic thinking with end-to-end execution from concept through production-ready assets across hospitality, retail, and B2B clients.

EXPERIENCE

Communication Design Intern — Studio Carbon

Design Agency | Gandhinagar, Gujarat, India | Jan 2026 – Jun 2026

- Selected for Studio Carbon's Graduation Project Cohort, a six-month structured design mentorship program.
- Conducted primary and secondary design research on menopause health literacy in India, including semi-structured interviews with women and medical experts, synthesizing findings into behavioral archetypes that shaped an accessible publication.
- Designed un.paused, an end-to-end publication and communication ecosystem addressing menopause stigma among homemakers — from research synthesis through final visual system.

Junior Graphic Designer — Spicey Guava

Creative Consultancy | Mumbai, India | May 2025 – Nov 2025

- Led end-to-end brand identity design across 3 industry verticals (hospitality, retail, B2B) for 6+ client brands, including cafés, a skincare label, a cloud kitchen patisserie, and B2B creative-consultancy clients.
- Designed packaging systems for gifting and dark rum brands, and led website design and development alongside core marketing collateral (social content, content calendars, menus).

Graphic Design Intern — Aamras Collective

Creative Consultancy | Bangalore, India (Remote) | Sept 2024 – Oct 2024

- Produced social media and e-commerce visual assets for named brand clients including Fastrack by Titan, delivering launch-ready creative within agency turnaround timelines.
- Contributed strategic positioning input for the market launch of a dry fruit brand and a footwear brand, supporting go-to-market creative direction.

SKILLS

Design: Brand Identity & Brand Systems, UX/UI Design & Wireframing, Illustration, Packaging Design, Web Design, Social Media & E-commerce Visual Design, Presentation & Pitch Design, Content Strategy & Editorial Design

Research: Design Research (qualitative interviews, synthesis, archetype mapping)

Tools: Figma, Adobe Illustrator, Adobe Photoshop, Procreate, Framer

AI Tools: AI-Assisted Image Generation (GPT, Weavy AI)

EDUCATION

Bachelor of Design (Interaction Design)

University of Petroleum and Energy Studies | CGPA: 8.80 | 2022–2026