



# Hitanshi Shah

Visual Communication Designer

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- Mumbai, India

## Objective

A shrinking violet, passionate about meticulously detailed artworks, I carry a binocular for visual storytelling and illustrations filling my canvas with vivid colors of imagination. I'm a designer who enjoys working at the intersections of illustrations and concept art, experiment with colors in different mediums and create detailed pieces of sketches in design, that are valuable and can convey an idea or a message. When art is applied to mundane things in life in a way to result in value addition in terms of utility coupled with aesthetic, the end result, I believe, could be both artistically pleasing and practically beneficial to the users. That's art to me. I'm keen on learning and exploring this field of Visual Communication more, in order to narrate meaningful stories that can leave an impact.

## Education

2017 | High School | Cambridge School | ICSE

2019 | Junior College | Mithibai College Of Arts, Commerce and Science | HSC

2023 | B.Des | MIT Institute Of Design | Lonikalbhore, Pune

present-2025 | Masters | Savannah College of Art and Design (SCAD) | Savannah, Georgia

## Skills

- Illustrations
- Conceptual Art
- Storyboarding
- Abstract 2D/ traditional 2D Animation and GIF's
- Creative Content Writing
- Video Editing
- Background Design and Character Designing

## Strengths and Interests -

- Concept Art and Illustrations
- Creative Writing
- Concept Generation, Visual Storytelling and Pre- Production
- Reading, Philosophy
- Photography and Fashion Styling

## Softwares

- Adobe Photoshop
- Adobe Illustrator
- TvPaint Animation
- Clip Studio Paint
- Adobe After Effects
- Procreate
- Microsoft Word

# Social Network

 [www.behance.net/hitanshishah1](https://www.behance.net/hitanshishah1)

 [www.linkedin.com/in/Hitanshi-Shah](https://www.linkedin.com/in/Hitanshi-Shah)

## Languages

English  
(professional working proficiency)

Gujarati  
(Native)

Hindi  
(Professional working proficiency)

French  
(Elementary proficiency)

## Certification Courses

Google  
-Foundations Of User Experience  
(UX) Design

Oxford University  
-Learning To Look At Visual Arts

## Work Experience

Paryavaran Sanrakshan Gatividhi  
(August'20 - September'20)  
-Social Internship Program. Worked as a concept artist and character designer for creating an awareness campaign for ecobricks.

Mooch Design Studio  
(June'22 - July'22)  
-Interned at Mooch Design Studio, where I worked as a character designer, character brief's, character backstories and illustration for a book cover.

Magic Soil and Organic Kitchen Garden  
-Assisted in making collateral Designs.

Studio Fiction  
(January'23 - May'23)  
-Interned as an Animator and Illustrator, working on creating loop animations/concept art for their social media brand visibility.

MIT Institute of Design  
(January'23 - May'23)  
Modelled for various different projects including fashion magazine, muse for graduate fashion student, modelling assignment for graphic design.

## My Projects

**BROKEN ILLUSTRATION:**  
Year 2 | Semester 3

**BRIEF :** Illustrated a GIF based on the poem I wrote stating the positive side of the term broken. The illustration can be seen in many ways, that is, the pieces coming together or breaking apart, as one thing can be seen in various different perspectives

**SELF INITIATED - CONCEPTUAL ILLUSTRATION AND VISUAL MERCHANDISING**  
Year 3 | Semester 5

**BRIEF :** If my mind was a place, what would it be ? It would be like a huge factory manufacturing dreams into reality's enchase, inhabited by the thoughts crowding the space. Created a conceptual illustration on the same, which I later got printed on the denim jacket, to get a funky retro, 90's look.

**ABSTRACT 2D ANIMATION ON MAGIC**  
Year 3 | Semester 6

**BRIEF :** In progress, is an abstract 2d animation, conveying the theme "Magic is in the Mundane", which is based on the poem "Magic", written by me.