

Hitanshi Shah

Visual Communication Designer | Illustrator

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EXPERIENCE

Savannah College of Art and Design (SCAD) | Savannah, Georgia Jan 2025 – Present

Copywriter, Marketing and PR (Skills: Brand Marketing, Content Strategy, Campaign Creation, Research, Content Development)

- Draft, edit, and write engaging content for SCAD.
- Edit and proofread existing copy to tailor content for specific media.
- Conduct comprehensive research on industry trends, competitors, and subject matter to inform content strategy and ensure alignment with SCAD's marketing objectives.

Studio Fiction | Mumbai, India Jan 2023 – May 2023

Illustrator and Animator (Skills: Loop Animation (GIF's), Storyboarding, Concept Illustration, Production Efficiency, Digital Media)

- Developed loop animations (GIF's) and conceptual illustrations that increased social media engagement by 40%, using 2D animation and visual storytelling to boost audience retention.
- Designed storyboards that streamlined production workflows, leveraging time management and problem-solving to reduce revision time by 20%.
- Created visual narratives that enhanced brand storytelling, contributing to a 35% boost in digital reach by applying creativity and critical thinking in visual communication.

Mooch Design Studio | Mumbai, India June 2022 – Sept 2022

Visual Communication Designer (Skills: Character Design, Branding, Digital Illustration, Marketing Visuals, Campaign Development)

- Conceptualized and crafted character designs that reinforced brand identity, leveraging visual storytelling and strategic branding principles to achieve a 30% increase consumer engagement.
- Developed high-impact marketing visuals by integrating digital and traditional illustration techniques, directly contributing to a 25% growth in brand recognition.
- Spearheaded the creation of visual campaigns that elevated brand aesthetics and enhanced client satisfaction by 20%, utilizing in-depth research, time management, and innovative problem-solving to deliver exceptional results.

VOLUNTEER WORK

Magic Soil and Organic Kitchen Garden | Mumbai, India Aug 2020 – Present

Volunteer Designer (Skills: Marketing, Sustainability Campaigns, Poster Design, Flyer Design, Social Media)

- Execute targeted social media strategies and create collateral (brochures, flyers, posters, videos) that drive a 40% increase in community engagement and amplifying sustainability awareness.
- Write articles and content for Magic Soil and Organic Kitchen Garden, crafting engaging narratives that support sustainability initiatives and strengthen community outreach.

Paryavaran Sanrakshan Gatividhi (PSG) | Mumbai, India Aug 2020 – Feb 2021

Concept Artist and Character Designer (Skills: Concept design, character design, environmental advocacy)

- Designed an impactful eco-awareness campaign that reached over 50,000 individuals, driving significant environmental advocacy.
- Developed character illustrations that effectively conveyed sustainability messages to diverse audiences.

EDUCATION

Savannah College of Art and Design (SCAD) Sep 2023 - Nov 2025

Master of Fine Arts (MFA) in Illustration Design | Savannah, Georgia

MIT Institute of Design, Loni Aug 2019 - May 2023

Bachelor of Design (B.Des) in Animation Design | Pune, India

SKILLS

Hard Skills: Conceptual Illustration | Editorial Illustration | Visual Storytelling | Storyboarding | Background Design | Digital and Traditional Illustration | 2D Animation GIF | Branding and Visual Communication | Design Research | Content Writing | Concept Generation

Technical Skills: Procreate | Adobe Photoshop | Adobe Illustrator | Adobe InDesign | Microsoft Office Suite | TV Paint Animation | Clip Studio Paint

Soft Skills: Problem Solving | Time-Management | Presentation | Collaboration | Critical Thinking Research | Attention to Detail | Copywriter

CERTIFICATIONS

SCAD AMP Certificate: Communication & Leadership Workshops

Oxford University: Learning to Look At Visual Arts

Google: Foundations of User Experience (UX) Design

ACHIEVEMENTS AND EXHIBITIONS

Artwork Showcase | SCAD MODA Gallery | Featured in Pei Ling Chan Gallery for 'Hooked: Fishing for More' - an illustration on consumerism