

# Shrida Shah

UX & UI/Web Design—Branding/Identity  
—Graphic & Illustration.

www.shridashah.com  
hi@shridashah.com  
+91 9537277766

A multidisciplinary designer specializing in UX/UI, Identity, & Print Design. A team player with 3+ years of professional experience in crafting meaningful brands, & strategising engaging digital experiences.

## Commissioned Work

2016 - Present

I have worked as a freelancer for the past 5 years. Having worked with both upcoming and legacy brands has helped me acquire the insight needed to execute work that is relevant.

## Academics

Aug 2014 - April 2018

The Maharaja Sayajirao  
University, Vadodara

**BACHELOR IN FINE ARTS**

[msubaroda.ac.in](http://msubaroda.ac.in)

## Software Skills

Proficient in Adobe Illustrator, Adobe Photoshop, Adobe XD, Adobe InDesign. Intermediate in Figma, Adobe After Effects. Beginner in Final Cut Pro.

## Work Experience

March 2021 - Present

Rezonant Design, Bangalore **CREATIVE THINKER**

[rezonant.net](http://rezonant.net)

Currently, I am a project lead for an upcoming real estate digital product. Apart from this, I am also involved in various other enterprise software design projects at the company.

March 2020 - February 2021

Rezonant Design, Bangalore **VISUAL THINKER**

[rezonant.net](http://rezonant.net)

Junior level UX/UI and graphic design role that involved designing the User Experience of Rezonant's current website alongside publication and marketing design.

Nov 2019 - Feb 2020

LUCID Design India, Bangalore **GRAPHIC & UI/UX DESIGNER**

[lucid.co.in](http://lucid.co.in)

Aug 2018 - May 2019

Roar Studios, Surat **GRAPHIC DESIGNER**

[roarstudios.net](http://roarstudios.net)

At Roar, I was given the opportunity to create an in-house product line, from research till execution. Alongside, I also worked on brand identity design for various industries that include healthcare, arts & entertainment, and food & beverages.

May 2017 - June 2017

Roar Studios, Surat **DESIGN INTERN**

July 2016 - Dec 2016

Zivvaa, Vadodara **PRODUCT DESIGNER**

May 2016

Rajkalp Mudranalaya, Ahmedabad **INTERN**

[rajkalp.com](http://rajkalp.com)