




Shrida Shah

Creative Director with 5+ years of industry experience and expertise in UI & UX design. Led a team of 3-5 people in both hybrid and fully remote work environments. Set up and led the digital practice at Rezonant Design.

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

Work Experience


Rezonant Design 		
<div><div>✱ Creative Director - Digital</div><div>May 2022 - Mar 2023</div><div><ul style="list-style-type: none">Managed and trained UI/UX team, led hiring efforts, and successfully strategized and executed 20+ client projects.Coordinated hybrid work schedules and acted as a link between the design team and tech vendors.Effectively handled the entire project cycle - from creating quotations and proposals to managing client relationships throughout the collaboration.Worked with high-profile clients including Housing.com, ValueMomentum, and unicorn startups like Licious.</div></div>	<div><div>✂ Creative Thinker</div><div>Apr 2021 - Apr 2022</div><div><ul style="list-style-type: none">Established and led a new digital practice, hiring and managing a team of 3 direct reports, remotely.Designed SaaS products and websites for global corporates and unicorn startups, closely monitoring website and app development. Proficient understanding of Wordpress CMS and Elementor page builder.Collaborated with clients such as HSO, unicorn start-ups like CredAvenue (now Yubi), and newly launched start-ups like LegalE.Spearheaded the team's transition to advanced tools like Figma and Clickup.</div></div>	<div><div>↻ Visual Thinker</div><div>Mar 2020 -Mar 2021</div><div><ul style="list-style-type: none">Designed and optimized Rezonant's website using WordPress backend, enabling the team to upload case studies independently.Led product design for TrialEstate, a real-estate digital sales platform, during the start of the pandemic. Closely involved in development of the MVP, successfully entering the market and engaging with potential customers.</div></div>
LUCID Design 		
<div><div>∞ Graphic and UX/UI Designer</div><div>Nov 2019 - Feb 2020</div><div><ul style="list-style-type: none">Conceptualized packaging for Fuelled protein bar brand, featured in World Brand Design and Packaging of the World.Modernized Cothas Coffee logo, that is now implemented on new product lines and all marketing materials.</div></div>		
Roar Studios 		
<div><div>✦ Graphic Designer</div><div>Aug 2018 - May 2019</div><div><ul style="list-style-type: none">Created product line for Roar Studios Shop, designed themed wall graphics and signage system for Khandesh Cancer Centre, and completed multiple branding, print design, and web design projects.</div></div>		
Freelance Work		
<div><div>✱ Independent Designer</div><div>Aug 2016 - Present</div><div><ul style="list-style-type: none">Collaborated with diverse clients including Laxmipati Sarees, Rishihood University, Rashtram University, a Hong Kong-based marketing agency and more.Worked across multiple industries, including education, fitness, jewellery, real estate, finance, retail, and technology.</div></div>		


Shrida Shah

Creative Director with 5+ years of industry experience and expertise in UI & UX design. Led a team of 3-5 people in both hybrid and fully remote work environments. Set up and led the digital practice at Rezonant Design.

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

Education

Maharaja Sayajirao University, Faculty of Fine Arts 

 **Bachelor of Visual Art (BVA) - Applied Arts**
Aug 2014 - Apr 2018

Skills

- User Experience
- User Interface
- Design System
- Web Design
- Product Design
- Marketing Design
- Visual Design
- Creative Direction
- Creative Consultation

Industries

- Real Estate
- Education
- Tech Start-ups
- F&B
- Corporates
- Education

Tools

