

# 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](http://www.shridashah.com)

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+91 9537277766

## Work Experience

### Rezonant Design

#### \* Creative Director - Digital

May 2022 - Mar 2023

- 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.

#### ✂ Creative Thinker

Apr 2021 - Apr 2022

- 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.

#### ↻ Visual Thinker

Mar 2020 - Mar 2021

- 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.

### LUCID Design

#### ∞ Graphic and UX/UI Designer

Nov 2019 - Feb 2020

- 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.

### Roar Studios

#### ✦ Graphic Designer

Aug 2018 - May 2019

- 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.

### Freelance Work

#### \* Independent Designer

Aug 2016 - Present

- 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.

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## 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

