

POOJA SHAH

EXPERIENCE

MEDELITA

Senior Graphic Designer (Digital)
01.2019-Present | Laguna Hills, CA

BRANDING brand guides for merchandisers, product strategies
PRINT brochures, packaging, in-store displays, cards, invitations, trade show booth, general marketing collateral
DIGITAL web banners, website mock ups, design client presentations
EMAIL email marketing strategy, design, and implementation
PHOTOGRAPHY shoot and retouch for social media, email, website, and print

ST. JOHN KNITS

Graphic Designer (Advertising)
10.2017 - 06.2018 | Irvine, CA

INTERPERSONAL develop and maintain vendor relationships, mentoring and training new team members
PRINT execution and formatting POP of materials (vinyls, posters, banners, invitations, bounce back cards, in-store signage, production of all print collateral (outlet, boutique, and retail store location)
DIGITAL website design, homepage execution, email marketing
PHOTOGRAPHY shoot models and products, post-production, retouching of photo and video, content creation for web and social media

DITA EYEWEAR

Graphic Designer
08.2016 - 09.2017 | Aliso Viejo, CA

INTERPERSONAL collaborate with marketing/sales/operations, develop and maintain vendor relationships
PRINT catalogs and lookbooks, design and coordinate production for POP of materials (vinyls, posters, banners, invitations, in-store signage)
DIGITAL catalog, lookbook, web banners, content creation for web and social media
PHOTOGRAPHY retouching for website and social media, photograph models and products, assist on campaign photoshoots, post-production retouching of photo/video

EDUCATION

LAGUNA COLLEGE OF ART + DESIGN

B.F.A. Design + Digital Media, Cum Laude
May 2016 | Laguna Beach, CA

CONTACT

poojashahdesign.com

FREELANCE CLIENTS

OC SPORTS AND REHAB

Graphic Designer
09.2015 - Present | Lake Forest, CA

TRUE FAMILY ENTERPRISES

Senior Graphic Designer
08.2018 - 09.2018 | Newport Beach, CA

SILVER JEANS CO.

Senior Graphic Designer
07.2018 - 08.2018 | Laguna Beach, CA

HARVARD LAW SCHOOL

DIVERSITY LAB
Graphic Designer
04.2018 - 06.2018 | Cambridge, MA

BEACH HOUSE PR

Content Creator [Photo/Video]
12.2016 - 09.2017 | Newport Beach, CA

IMA INDUSTRIES

Creative Director
08.2016 | London, England

EXPERTISE

Adobe Creative Cloud
Capture One
Photography
Branding
Logo Design
Illustration
Maxon Cinema 4D
UI/UX

REFERENCES

Available upon request.