

invitation aditya jain website ak9a brochure basf  
on air graphics black history month logo cosmic cow  
press kit flavors movie logo shaadi.com brochure the coché center  
storyboard america's next president card design visa momentum  
event graphics philadelphia zoo book the tata group  
poster philadelphia housing authority logo loor photography  
logo & stationery indicus capital partners ltd. packaging  
pepsodent indonesia advertising campaign penn medicine  
self promotion design goddess brand extension lipton ice tea  
invitation cént anni stationery amanda kraft photos  
storyboard dancing with the anchors website AK9A  
logo& signage philadelphia design experiment logo technovate  
packaging lakmé strawberry cream book facets diamonds  
logo cosmic cow brochure national centre for the performing arts  
advertising campaign HIV Aids Awareness invitation emmy 2005  
branding global touch jewelry storyboard issues & answers  
wedding invitation lipi & harsh mehta logo wca  
logo healthy lifestyles okc event design philadelphia zoo

## professional experience

sindoor shah design, philadelphia **principal** {dec 2006–current}

*Presented proposals and structured projects for new clients*

*Developed engaging and innovative visual solutions for print, tv and web media*

the comcast network, philadelphia **senior graphic + motion designer** {aug 2005–current}

*Created storyboards for television show packages for topics ranging from sports to politics*

*Seamlessly integrated print and motion design by developing print campaigns / press kits for television shows*

*Animated show opens, lower thirds, bumps, fullscreens, transitions, promo elements using 2D - 3D design elements*

*Developed new network ids to revamp the brand message of the channel*

*Provided creative direction to junior designer on various print, tv and web projects*

*Spearheaded concept presentations to programming executives*

kanter international, philadelphia **freelance designer** {jan 2005–apr 2005}

*Collaborated with art directors to develop brand identities and print material for local and national clients*

*Engaged in print planning by negotiating print bids*

oic international, philadelphia **intern** {sep 2004–dec 2004}

*Created a strategic and informational communications kit to strengthen the grant program of the organization*

point design, mumbai **senior graphic designer** {oct 2002–aug 2003}

*Worked with creative director on identity and print related projects for Indian lifestyle brands*

*Built and fostered relationships with clients by attending meetings and presentations*

dma consultants, mumbai **graphic designer** {july 2001–sep 2002}

*Conceptualized strong packaging solutions for Indian national brands*

*Developed strategic and functional retail design concepts for international product launches in India*

ogilvy and mather, mumbai **intern** {apr 1998–july 1998}

*Worked in conjunction with copywriter to develop storylines for tv commercials*

*Created visually compelling seasonal promotions for various brands*

*Assisted on video shoot for a tv commercial*

# sindoor shah creative thinker

## awards + achievements

nomination for mid-atlantic emmy awards, philadelphia {july 2007, july 2006}

2006 silver bda award for best in-house open, new york {june 2006}

best portfolio award {june 2005}

winner, philadelphia design experiment brand identity contest {jan 2005}

dean's list, rochester institute of technology {fall 2003–winter 2003}

bronze medal for best campaign, annual exhibition {feb 2001}

## skills

adobe illustrator, adobe photoshop, adobe indesign, adobe after effects,  
cinema 4d, final cut pro, 3d studio max, quarkxpress, macromedia director,  
macromedia dreamweaver, microsoft office

pc and macintosh operating systems

pre-press and color correction

calligraphy + photography

## languages

english, hindi, marathi, gujarati, french

## affiliations

member of american institute of graphic arts, philadelphia chapter

## education

rochester institute of technology, graphic design gpa 4.0 {mar 2004}

b k somani sophia polytechnic, bachelors in applied arts first class {2001}

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