

Hitanshi Shah

Visual Communication Designer | Illustrator

+1 (469) 855-6631 | hitanshishah08@gmail.com | hitanshishah.net | [Linkedin/Hitanshi Shah](https://www.linkedin.com/in/HitanshiShah)

SUMMARY

A multidisciplinary illustrator and graphic designer with dedicated experience in crafting impactful visual assets for both print and digital. Combines an M.F.A. in illustration, with a foundation in visual communication design, to translate research, complex ideas, and brand narratives into sharp illustration, integrated campaigns, and audience-focused digital content with work recognized by International Illustration Awards. An experienced copywriter for the Savannah College of Art and Design with cross-disciplinary expertise in concept development, visual storytelling, brand communication, and narrative systems.

EXPERIENCE

Savannah College of Art and Design (SCAD) | Savannah, Georgia

Jan 2025 – May 2026

Copywriter, Marketing and Public Relations

- An experienced copywriter, published 10+ research-driven features and interviews across SCAD's institutional channels, translating creative expertise into brand narratives that supported prospective-student engagement and positioned featured talent for discovery by art directors and collaborators worldwide.
- Led cross-functional story development with interview subjects, marketing, and PR stakeholders, setting story angles, directing interviews, synthesizing feedback, and aligning each narrative with SCAD's brand voice and audience intent.
- Owned end-to-end editorial production; from story architecture and copy development to layout, information hierarchy, and channel adaptation, delivering platform-ready content across editorial, web, marketing, and social formats.

Teaching Assistant, Illustration

June 2025 – Nov 2025

- Mentored and evaluated students across Editorial Illustration and Historical & Contemporary Illustration, translating expertise in concept development, visual metaphor, visual economy, and audience communication into actionable critique.
- Led a 20-student class on sustainable creative careers, equipping emerging illustrators with repeatable ideation systems and practical strategies for overcoming creative blocks.

Studio Fiction | Mumbai, India

Jan 2023 – June 2023

Illustrator and Animator

- Built audience-led social narratives from concept through 2D loop animation for campaigns that achieved 40% higher engagement and 35% greater cross-platform reach.
- Delivered storyboards and narrative structures that converted client vision into an executable production blueprint, reducing revision cycles by 20% and accelerating approval-to-production timelines.

Mooch Design Studio | Mumbai, India

June 2022 – Sept 2022

Visual Communication Designer

- Drove brand campaigns from brief through final delivery, synthesizing stakeholder feedback into unified messaging and visual systems that lifted audience engagement by 30% and brand recognition by 25%.

AWARDS AND HONORS

- **World Illustration Awards 2026 Longlist** for *Uphill Profits, Downhill Lives*, a satirical examination of labor, profit, and systemic inequality.
- **Applied Arts 2026 Student Award** for *Uphill Profits, Downhill Lives*, recognized in the Editorial Illustration Series category and selected for the Winter 2026 Awards Annual.
- **3x3 International Illustration Annual No. 23 Merit Award** for *Editorial Portrait: The Stylized Sound of Travis Scott*, selected for the printed annual and online gallery.
- **Creative Quarterly 85 Runner-Up Award 2026** for *Globally Consumed*, selected for Creative Quarterly's year-end published annual and online gallery.
- **Exhibiting Artist, Hooked: Fishing for More**, featured at the Pei Ling Chan Gallery, Savannah, Georgia.

EDUCATION

Savannah College of Art and Design (SCAD) | Savannah, Georgia

Sept 2023 – May 2026

Master of Fine Arts (MFA) in Illustration Design

MIT Institute of Design, Loni | Pune, India

Aug 2019 – May 2023

Bachelor of Design (B.Des) in Animation Design

SKILLS

Design: Editorial and Conceptual Illustration | Concept Development | Visual Storytelling | Typography and Layout | Brand Communication | Campaign Development | Storyboarding | Design Research | Print and Digital Design

Writing: Content Writing | Copywriting | Editorial Development | Marketing Strategy | Public Relations | Narrative Systems | Interviewing | Research | Copy Editing | Proofreading

Tools: Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects - basic), Procreate, Clip Studio Paint, TV Paint, Microsoft Office Suite