Hitanshi Shah

Visual Communication Designer | Illustrator

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SUMMARY

Award-winning Visual Communication Designer with multidisciplinary experience developing brand identities, integrated campaigns, and visual narratives that strengthen brand recognition and drive audience engagement. Proven success translating complex ideas, research, and brand strategies into cohesive visual experiences across print, digital, and editorial platforms. Combines an M.F.A. in Illustration Design with expertise in conceptual storytelling, art direction, and end-to-end editorial production, partnering with cross-functional teams to deliver audience-focused creative solutions and measurable brand impact.

CORE COMPETENCIES

Design & Brand Experience: Branding and Packaging Design, Illustration (Editorial, Conceptual, Narrative & Publishing), Graphic Design, Typography, Marketing Strategy, eCommerce Design, Digital Content, Omnichannel Design, Layout & Print Design, Storyboarding, Color Theory, Data Visualization, Presentation Design, Project Management, Copywriting & Narrative Systems

Creative Direction & Leadership: Art Direction, Brand Strategy, Visual Storytelling & Concept Development, Design Systems, Cross-Functional Collaboration, Digital Asset Creation, Design Research & Design Thinking, Campaign Development

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

EXPERIENCE

Savannah College of Art and Design (SCAD) | Savannah, Georgia **Sept 2024 – Sept 2026**

Copywriter, Marketing and Public Relations | *Teaching Assistant, Illustration*

- 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.
- 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.

Non Profit Organization - PSG (Paryavaran Sanrankshan Gatividhi | Mumbai, India **Aug 2020 – Dec 2025**

Volunteer Designer

- Developed environmental awareness campaigns, sustainability articles, and social media content alongside brochures, flyers, and posters, reaching 50,000+ individuals and contributing to a 40% increase in community engagement.

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 EXHIBITIONS

- **World Illustration Awards 2026 Longlist** for *Uphill Profits, Downhill Lives*, an illustration from my M.F.A. thesis project.
- **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.
- **3×3 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