



Shital Deliwala

Graphic Designer & Artist



Professional Summary

Experienced Graphic Designer bringing 25 years' experience applying technical and creative abilities to diverse customer projects. Excellent reputation for resolving problems and overseeing individual projects from concept to creation and brand development. Skilled in working under pressure and adapting to new situations and challenges to best enhance the organizational brand.



Experience

2021-03 -
Current

Branding and Graphic Designer

Thatched Roof, Mumbai

- Designed social media templates and unique branded looks for upcoming artisanal products.
- Product Photography: Conceptualised and shot 3 photography campaigns for product catalogs.
- Developed display, marketing and packaging materials to support product branding strategies.

2019-06 -
2022-06

Creative Portfolio Tutor

Freelance, Mumbai

- Trained students through various media techniques using a range of tools to develop their art and design portfolio and for college applications.
- Portfolio modules such as Art, Graphic Design, Typography, Photography, Product Design, and Fashion Illustration.

2022-03 -
2022-05

Web Designer and Branding Consultant

Alchemy Salon, New York

- Enhanced performance and appearance of the website and repaired functionality issues.
- Coordinated copywriting and designed images to craft website content

2013-08 -
2021-06

Visual Art and Design Educator

Oberoi International School, Mumbai

- Integrated graphic design and photography skills with visual art and design to achieve remarkable results for Art and Design lectures.
- Conducted traditional Indian craft workshops like Batik and Tie-Dye, Animation, Printmaking, Clay, Sculpture, Laser-cutting and Engraving bespoke summer programs for students and faculty.



Contact

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WWW

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WWW

<https://www.instagram.com/deliwala.shital/>



Skills

Strong graphic and visual sense

Logo design

Photography composition and editing

Website graphics

Illustration

Branding strategies

Graphic design

Project Management

Planning and Coordination

Print Production experience

Interior design knowledge

Marketing and advertising background

Brand development experience



Software

- Mentored students for Community and Service Projects.
- Developed team communication and information.
- Certified in MYP/IB training category 1,2, and 3.
- Experience across IGCSE, MYP, IBDP curriculum.

Adobe Creative Suite

Microsoft Office



Languages

English

Hindi

Gujrati

2015-09 -
2017-06

Graphic Design and Photography Teacher

Raffles International Design School, Mumbai

- Designed 3 month modules on Graphic Design and Photography for students aged 18-24 using Adobe software tools.

2014-05 -
2014-07

Logo Designer

Tesoura Hair Salon, Mumbai

- Designed logo and branding for Tesoura hair salon.

2013-08 -
2013-10

Logo Designer

Attic Lifestyle Store, Mumbai

- Designed brand logo, packaging and collateral for Attic lifestyle store.

2012-01 -
2012-03

Logo Designer

Sudnya Shroff Designer, Los Altos

- Designed company brand logo.

2011-04 -
2011-06

Logo Designer

Citrus Payment Solutions, Mumbai

- Designed company brand logo and identity.

2001-01 -
2003-01

Head Graphic Designer

Oblix, INC, Cupertino

- Created digital image files for use in digital and traditional printing methods.
- Applied creative expertise to present marketing concepts.
- Designed company brochures, mailers, banners, signs.
- Developed, implemented and managed marketing and design of all trade shows collateral.

1998-03 -
2000-06

Head Graphic Designer

Image Ink print Management, Hayward

- Worked with clients to gather and define requirements, establish scopes and manage project milestones.
- Met with customers to present mockups and collect information for adjustments.
- Created designs and collaborated with technical team to complete projects.

1996-12 -
1998-10

Graphic Designer

Marketing Designs, Belmont

- Designed website layouts, templates and unique branded looks for realtors represented by the agency.
- Built corporate brands by designing cohesive looks between elements.
- Applied creative expertise to present marketing

concepts.

- Researched trends and projected industry changes to capitalize on emerging opportunities.

1994-04 -
1996-11

Graphic Designer

Seasons Advertising Agency, Mumbai

- Conceptualized and developed graphics products for The Wadia Group of Industries, Bombay Dyeing and Burma Teak companies.
- Managed design conceptualization, milestones and customer feedback.
- Took on roles as graphics assistant and graphics specialist to provide range across projects.



Education

1989-08 -
1996-05

Bachelor of Arts: Graphic Design And Advertising

Sophia School of Applied Art And Design - Mumbai

1979-08 -
1989-05

High School Diploma

Jasudben M.L. School - Mumbai



Certifications

2021-12

Certified Life Coach



Interests

Illustration and Sketching

Photography

Interior Styling

Pottery and Sculpture

Mixed Media Art

Yoga

Conversation Clubs