

Vrushal Shah

Senior Designer

The Inquisitive Creator

A numbers ninja and typography enthusiast, all rolled into one quirky artwork package!

Hey there! I'm a designer with a heart that beats for creativity, a mind that plays with numbers, and a proud Guju foodie! I'm the kind of person who can spend hours analyzing the geometric precision of brand identity and the flow of a seamless user experience. I find joy in distilling the mysteries of design and data into clear, actionable insights.

My dinner conversations often revolve around stocks and market updates with my mom. Diving into the stock market has refined my ability to spot trends, and I love turning complex data and patterns into designs that not only look visually appealing but also communicate effectively. **Representing my school at the Kolhapur Carnival in art competitions including face painting, fabric painting, and vegetable carving sparked an early interest in design that eventually grew into a professional passion.** In 2020 pandemic, I channeled my curiosity into expressive typography, leading to features in '47 Days of Devanagari' and '36 Days of Type.

Whether I'm analyzing stock charts or sketching creative concepts, I thrive on transforming the intricate into something visually stunning and uniquely amazing. Whenever I start working on a project, I'm curious to learn about the company's market position and the story behind it. Understanding the organization and it's people helps me create more meaningful and impactful designs.

With this boundless energy, I've left my mark across diverse industries like FMCG, fashion, energy, healthcare, infrastructure, education, pharma, and finance! I'm all about creating brand experiences that leave a lasting impression. Whether you need fresh ideas, a striking visual story, or just a chat over coffee, let's turn your dreams into

EXPERIENCE

- April 2024 - Present
Senior Designer
Therefore Design
- April 2022 - March 2024
Associate Senior Designer
Therefore Design
- Dec 2020 - March 2022
Associate Designer
Therefore Design

Sept 2019 - Nov 2019
Brand Associate
Tricycle LLP

May 2018 - July 2018
Graphic Design Intern
Firebrand

April 2017 - June 2017
Graphic Design Intern
Logistics Junction

EDUCATION

2019
B.F.A. - Applied Arts
(First Class with Distinction)
Pune University

SENIOR DESIGNER

- Creating scalable brand and packaging systems for diverse portfolios.
- Leading visual identities for premier brands to drive growth.
- Delivering high-impact, award-winning designs that enhance brand market value.
- Managing end-to-end design lifecycles from ideation to final production.
- Leveraging user research and data analysis to solve complex branding challenges.
- Guiding multi-disciplinary teams with technical expertise and creative vision.
- Acting as a strategic partner to clients, aligning design outputs with business objectives.
- Optimizing creative workflows through generative AI and emerging tech.

AREAS OF EXPERTISE

Technical Toolkit
Adobe CC
Interaction & UI Design
Figma

Systems & Strategy
Brand Architecture
Packaging Systems
Brand Strategy

AI & Innovation
Gen-AI Implementation
Workflow Automation
Prompt Engineering

Project Management
Ideation & Workflows
Project Planning
Team Leadership

Analytical
User Research
Data Analysis
Problem Solving

KEY CLIENT ENGAGEMENTS

Haldiram's, Mothers Recipe
Vadilal, Organic Tattva
Palmolive, Malas, Fit n Flex
Suzlon, Asian Paints

ABOUT

Single Indian male.
Aged 28.
Residing in Pune, India.

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PORTFOLIO

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