

# Frenny Shah

Associate Creative Director | Mumbai, India

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Highly creative and multitalented Graphic Designer with 14+ years of experience in usability design, user-centered design, prototyping, and design thinking, multimedia, marketing, print & social design. A proven track record of coordinating with cross-functional teams to create holistic outcome driven approach.

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## WORK EXPERIENCE

**Interactive Avenues** | Associate Creative Director

April 2019-Present | Mumbai, India

- Currently leading a team of 10 creative specialists as part of a digital marketing & built projects like Rajasthan Royals, Vim Dishwash, AXE Deo, and many more
- Built UI-UX for top-notch brands of the Asian Paints, Zodiac and Basco Paints
- Provided creative leadership, idea generation, brand development, video production and shoot photography supervision for all brand activities.
- Maintained highest standards throughout all projects, both technically and creatively
- Provided leadership and creative supervision for a team of qualified designers on a daily basis for web environments, campaigns and social media channels
- Communicate and present design strategy to clients and other creative developers
- Mentored junior staff and led creative brainstorming sessions to maximize their growth in the institution
- Developed daily campaign concepts, written communication, visual design and digital deployment structures for multiple innovative integrations
- Ensured 100% on-time delivery of all team projects
- Worked on pitches for new businesses

### Highlights

- Designed an revenue based website for Zodiac Shirts and won awards for the same
- Successfully leading social team for Rajasthan Royals for 3 consecutive years
- Shot a video celebrating our first real Independence Day with the LGBTQIA + National Anthem (The Humsafar Trust)
- Won social mandate for AXE, VIM, NMIMS, Mahindra Adventure Rush, UPL (9 countries) and Everest.
- Our RR creative are appreciated worldwide

**Interactive Avenues** | Group Head and Associate Group Head

July 2015 - March 2019 | Mumbai, India

- Managed a team of 7 Creative personnel in the development and implementation of brand strategies for various clients on social media and websites
- Worked closely with clients and our team to drive creative implementation aligned with strategic objectives and client needs
- Major roles included designing websites for renowned clients such as Oberoi Hotels, RNLI, Asian Paints and Crisil
- Also designed a mobile app for Nerolac-Colour my Space
- Work on pitches to acquire new business for the company

### Highlights

- Designed an revenue based website for Oberoi Hotels and won awards for the same
- Revamped the entire website for Crisil (CRISIL Ltd is a global analytical company providing ratings, research, and risk and policy advisory services.)
- Designed the corporate website for Mahindra International, Asian Paints and Berger Paints
- Won few pitches of web projects (RR, Hopscotch and Embassy India website )

**Oh2two** | Art Director July 2015 - March 2019 | Mumbai, India

October 2011 - July 2015 | Mumbai, India

- Created Marketing collateral for the launch of new Real Estate projects including Logo Design, Corporate AVs, Brochures, Websites, Apps, e-Mailers, Digital Films, Radio Jingles and Social Posts.
- Responsible for compiling research, information and strategy into creative briefs which were then distributed to the team
- Initiated and delivered newsletters to replace traditional monthly e-mailers to consumers

### Highlights

- Designed an app Breathefree for Cipla
- Dynamic mailers for HDFC bank internal team members
- Ideated and Executed campaigns for ICICI Bank, ICICI Life Insurance and Wockhardt

**Melange Medical Communications** | Senior Visualiser

July 2009 - March 2011 | Mumbai, India

- Created Marketing collateral for the launch of new projects including Logo Design, Corporate AVs, Brochures, Websites, Apps, e-Mailers, and Digital Films.
- Initiated and delivered offline events for product launches and offsites.

**Synapse Marketing Consultancy Pvt. Ltd** | Junior Visualiser

July 2006 - March 2008 | Mumbai, India

- Created Marketing collateral for the launch of new projects including Logo Design, Corporate AVs, Brochures, Websites, Apps, e-Mailers, and Digital Films.
- Initiated and delivered offline events for product launches and offsites.
- Creating Brand Identity for Gorgeous Clinic

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**EDUCATION**

**Human Factor International (HFI)**

Year 2022 | Mumbai, India

Certification in Certified Usability Analyst (CUA)<sup>TM</sup>

**Facebook mobile studio, Singapore**

Year 2018 | Singapore, India

Trained in mobile first videos & communication

**B D Somani Institute Of Art And Fashion Technology**

Year 2005-2006 | Mumbai, India

Diploma in Commercial Art

**University Of Mumbai**

Year 2006-2007 | Mumbai, India

Bachelor of Commerce (BCom)

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**LANGUAGES**

Gujarati (Native)

English (Fluent)

Hindi & Marathi (Conversational)

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**SKILLS**

Adobe Photoshop, Adobe Illustrator, Adobe Experience Design, Acrobat Professional, Windows & MacOS