

Aneri Shah

BANGALORE, INDIA

Brand and Communication Designer

experience

APR 2023 - APRIL 2025

Assistant Manager, Lenskart

MAR 2023 - APR 2024

Brand & Communication Designer, Lenskart

- Collaborated on the creation of collection campaigns, ensuring that each collection's distinct personality was brought to life through cohesive online visuals, in-store displays, and social media assets.
- Brainstormed and conceptualized brand videos tailored to highlight each collection's unique story and personality.
- Oversaw smaller projects and scaled the team's creative output by managing multiple projects and streamlining creative processes.

JAN 2022 - DEC 2022

Graphic Designer, Plexus Motion

- Associate Graphic Designer on Indian Predator (Netflix's true-crime docuseries), creating hyper-realistic forensic recreations for the show's key visuals and storytelling needs.
- Design Assistant on the opening sequence for Ponniyin Selvan 1 directed by Mani Ratnam, creating color palettes, pose references, script breakdowns, and brainstorming for concepts.
- Assisted on additional projects, including poster designs, pitch decks, script breakdowns, visual referencing, and conceptual exploration.

FEB 2021 - DEC 2021

Junior Visualizer, MSL digital

- Designed social media buckets and newsletters for multiple digital campaigns, with key clients including Pfizer, Lodha Luxury, and brands in the Food & Beverage space.
- Created digital assets and campaign visuals, collaborating across teams to ensure cohesive brand representation.

contact

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PORTFOLIO WEBSITE

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LINKEDIN

<https://www.linkedin.com/in/aneri-shah-b478a4180/>

education

2016 - 2020

B. Design – UnitedWorld Institute of Design (UID), Ahmedabad

in Visual Communication

skills & interests

creative

branding
visual identity design
campaign design
visual storytelling
designing for motion
typography
multilingual design

soft

team player
organised
detail oriented
curious
thrives on deadlines

technical

illustrator
photoshop
figma
basic after effects