Aneri Shah

BANGALORE, INDIA

Senior Visual Designer

experience

OCT 2025 – PRESENT

Senior Visual Designer – Brand & UX, Ultraviolette Automotive

- Develop cohesive brand experiences across digital and physical touchpoints - spanning website, packaging, retail, marketing and product communication.
- Collaborate with product, engineering, marketing and sales teams to translate complex EV technologies into clear, engaging visual experiences.
- Incorporate generative AI into creative workflows, from early-stage ideation and concept development to final visual execution.

APR 2024 – APR 2025

Assistant Manager, Lenskart

MAR 2023 – APR 2024

Brand & Communication Designer, Lenskart

- Collaborated on collection campaigns, bringing each collection's personality to life across digital and in-store experiences.
- Conceptualised brand videos and oversaw smaller projects, coordinating creative output across multiple briefs.

JAN 2022 – DEC 2022

Graphic Designer, Plexus Motion

- Worked on key visuals, concept development and visual storytelling for Indian Predator (Netflix true-crime docuseries), and the opening animated sequence of Ponniyin Selvan I

FEB 2021 – DEC 2021

Junior Visualizer, MSL Digital

- Created digital campaign assets, social media visuals and newsletters for clients including Pfizer and Lodha Luxury.

contact

EMAIL

anerishah.work@gmail.com

PORTFOLIO WEBSITE

www.anerishah.net

LINKEDIN

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

education

2016 – 2020

B.Des – Visual Communication

UnitedWorld Institute of Design (UID), Ahmedabad

skills & interests

CREATIVE

Brand Design
Visual Comm.
Art Direction
Campaign Design
Packaging Design
Typography
Digital Design
Product Comm.
Information Design
Motion Graphics

TOOLS

Adobe Illustrator
Adobe Photoshop
Figma
Adobe After Effects
Generative AI