

ZOYAH SHAH

Product & Digital Designer

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zoyahshah.me

EDUCATION

Parsons School of Design

August 2019 — May 2023

Communication Design BFA

Minor: Data Visualization

Cumulative GPA: 3.91; Dean's List All Semesters

CERTIFICATIONS

Career Development Essentials

2023

Online Curriculum- ArtBound Initiative

Key modules: resume writing, job interview prep, soft skill development

WORK EXPERIENCE

Waf Berlin

Berlin, Germany

August 2023 — November 2023

Digital Design Intern

- Collaborate with the creative team to design visually compelling and effective digital campaigns for a diverse range of B2b and B2C clients. This involves creating engaging layouts, graphic illustrations, and other digital assets that help clients achieve their marketing goals.

Red Light Management

Brooklyn, NY

September 2022 — April 2023

Graphic Design Freelancer/Intern

- Collaborated with musicians and artists to create promotional graphics for social media and music streaming platforms.
- Created album covers and merchandise designs that capture the essence of each artist's personal identity and style of music.
- Transitioned from an internship role to assume contract design responsibilities.

Workday

Pleasanton, CA

May 2022 — August 2022

May 2021 — August 2021

Visual Communication Design Intern

- Worked closely with instructional designers to create clear and concise interactive learning guides with multimedia elements to promote effective learning outcomes.
- Collaborated with teams to establish unique brand identities for their teams, including the creation of custom slide decks, templates, and branded merchandise.
- Designed, developed, and produced a podcast.
- Attended a design-thinking symposium and collaborated with a team to develop and present innovative solutions to showcase to the company.

Fur

Manhattan, NY

October 2021 — January 2022

Digital Design Intern

- Conducted thorough quality assurance (QA) assessments on the company's website and blog to identify areas for improvement.
- Redesigned the blog landing page and article pages, utilizing user-centric design principles and best practices to increase audience engagement and interaction.
- Worked closely with ClearForMe to seamlessly integrate ingredient lists into the product pages of the website, to provide valuable information to customers and improve their overall shopping experience.

VOLUNTEER & OTHER EXPERIENCES

Powrplnt

Brooklyn, NY

April 2022

- Taught Javascript fundamentals to community members with limited exposure to coding at a public symposium aimed at increasing access to technical education.

Girls Who Code with Ford Motor

Company

Los Altos, CA

June 2017 — August 2017

- Participated in an immersion program to learn the fundamentals of C++, Python, and Java.
- Used code to design and develop multiple projects, including robotics, generative arts, and basic web gaming.

SKILLS

Creative Coding, Branding, Prototyping, Wireframing, HTML/CSS/JS, Figma, Adobe CC, Illustrator, Photoshop, InDesign, After Effects