

# ZOYAH SHAH

## Digital Designer

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[zoyahshah.me](http://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

### WORK EXPERIENCE

#### Waf Berlin

Berlin, Germany  
August 2023 — Present

#### 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