

invitation aditya jain website ak9a brochure basf
on air graphics black history month logo cosmic cow
press kit flavors movie logo shaadi.com brochure the coché center
storyboard america's next president card design visa momentum
event graphics philadelphia zoo book the tata group
poster philadelphia housing authority logo loor photography
logo & stationery indicus capital partners ltd. packaging
pepsodent indonesia advertising campaign penn medicine
self promotion design goddess brand extension lipton ice tea
invitation cént anni stationery amanda kraft photos
storyboard dancing with the anchors website AK9A
logo& signage philadelphia design experiment logo technovate
packaging lakmé strawberry cream book facets diamonds
logo cosmic cow brochure national centre for the performing arts
advertising campaign HIV Aids Awareness invitation emmy 2005
branding global touch jewelry storyboard issues & answers
wedding invitation lipi & harsh mehta logo wca
logo healthy lifestyles okc event design philadelphia zoo

professional experience

sindoor shah design, philadelphia **principal** {dec 2006–current}

Presented proposals and structured projects for new clients

Developed engaging and innovative visual solutions for print, tv and web media

the comcast network, philadelphia **senior graphic + motion designer** {aug 2005–current}

Created storyboards for television show packages for topics ranging from sports to politics

Seamlessly integrated print and motion design by developing print campaigns / press kits for television shows

Animated show opens, lower thirds, bumps, fullscreens, transitions, promo elements using 2D - 3D design elements

Developed new network ids to revamp the brand message of the channel

Provided creative direction to junior designer on various print, tv and web projects

Spearheaded concept presentations to programming executives

kanter international, philadelphia **freelance designer** {jan 2005–apr 2005}

Collaborated with art directors to develop brand identities and print material for local and national clients

Engaged in print planning by negotiating print bids

oic international, philadelphia **intern** {sep 2004–dec 2004}

Created a strategic and informational communications kit to strengthen the grant program of the organization

point design, mumbai **senior graphic designer** {oct 2002–aug 2003}

Worked with creative director on identity and print related projects for Indian lifestyle brands

Built and fostered relationships with clients by attending meetings and presentations

dma consultants, mumbai **graphic designer** {july 2001–sep 2002}

Conceptualized strong packaging solutions for Indian national brands

Developed strategic and functional retail design concepts for international product launches in India

ogilvy and mather, mumbai **intern** {apr 1998–july 1998}

Worked in conjunction with copywriter to develop storylines for tv commercials

Created visually compelling seasonal promotions for various brands

Assisted on video shoot for a tv commercial

sindoor shah creative thinker

awards + achievements

nomination for mid-atlantic emmy awards, philadelphia {july 2007, july 2006}

2006 silver bda award for best in-house open, new york {june 2006}

best portfolio award {june 2005}

winner, philadelphia design experiment brand identity contest {jan 2005}

dean's list, rochester institute of technology {fall 2003–winter 2003}

bronze medal for best campaign, annual exhibition {feb 2001}

skills

adobe illustrator, adobe photoshop, adobe indesign, adobe after effects,
cinema 4d, final cut pro, 3d studio max, quarkxpress, macromedia director,
macromedia dreamweaver, microsoft office

pc and macintosh operating systems

pre-press and color correction

calligraphy + photography

languages

english, hindi, marathi, gujarati, french

affiliations

member of american institute of graphic arts, philadelphia chapter

education

rochester institute of technology, graphic design **gpa 4.0** {mar 2004}

b k somani sophia polytechnic, bachelors in applied arts **first class** {2001}

www.sindoorshah.com

design@sindoorshah.com