Shahnawaz Shaikh
Visual Designer | Creative Strategist

Award-winning, user-centric ad designer with 3+ years of experience leading creative agency and building impactful brand identities for clients across global markets.

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Work Experience

Fibo Media, Ahmedabad, India   Jan 2022 – June 2024
Co-founder & Creative Head

- Directed a design team of 8–10, delivering consistent, high-quality output for a UK-based agency's global clientele.
- Converted client briefs into actionable creative strategy, driving 15% month-over-month growth in social media engagement.
- Designed 10+ websites, supported by research on consumer behavior and design trends to align with audience expectations.
- Developed streamlined SOPs that reduced operational friction and increased project throughput by 40%.
- Set up project management systems, boosting team efficiency by 30–40% and enabling management of 50+ client accounts.

AIC GUSEC, Ahmedabad, India   Aug 2021 – Feb 2022
Graphic Designer

- Produced digital and print graphics for government-led events that attracted over 50,000 attendees.
- Managed monthly content calendars across social and email channels, increasing publishing consistency by 50%.
- Designed high-impact pitch decks for 15+ startups, supporting successful fundraising efforts with VCs and angel investors.
- Developed and executed a daily startup news email campaign, achieving 25–30% open rates and boosting subscriber engagement.

Arising Talent, Ahmedabad, India   Mar 2021 – Jun 2022
Graphic Design Intern

- Assisted senior designers with concept development, layout refinement, and iterative revisions across 10+ projects.
- Created mockups and visual assets for client presentations, enhancing pitch clarity and approval rates.
- Delivered end-to-end branding and design solutions.

Webyugg, Remote   Aug 2020 – Feb 2021
Graphic Designer

- Designed and managed social media graphics for the agency.
- Supported the marketing team remotely with visual content creation.
- Delivered creative assets for diverse clients in e-commerce, retail, food, and apparel, enhancing brand visibility by at least 10%.
- Managed client ad campaigns across major platforms, contributing to improved reach and campaign performance.

I'm here ☺

Education

Savannah College Of Art And Design (SCAD), USA

Master's in Advertising & Branding   Jan 2025 – Jun 2026

Gujarat University, India

Bachelor of Science in Animation & VFX   Jul 2020 – Apr 2023

MAAC, India

Advanced Diploma in Graphic & Compositing   Jul 2018 – Dec 2021

Skills

- Visual Brand Design
- Advertising Design
- Creative Direction
- Presentation Design
- Brand Identity Design
- Video Editing
- Social Media Creatives
- Digital Marketing
- Typography Design
- Project Management
- Layout & Typography
- User-Centered Design

Tools

Design Tools
- Adobe Photoshop
- Adobe Illustrator
- Corel Draw
- Figma
- Canva
- PowerPoint

Video Tools
- Adobe After Effects
- Adobe Premiere Pro

Website Design Tools
- Wix
- WordPress
- Elementor
- Shopify

Ad & Marketing Tools
- Meta Ads
- Google Ad Manager
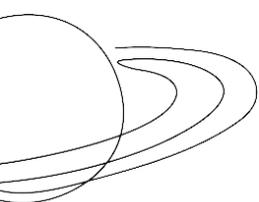
Email Campaign Tools
- Mailchimp
- MailerLite
- Campaign Monitor
- Active Campaign

Project Management
- Goodday
- Miro
- Notion
- Asana

Recognition

- International Design Award   2025
- Ahmedabad International Film Festival   2024
- Lift Off Film Festival   2022