

Smeet Shah

Graphic & Visual Communication Designer

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PROFILE

Final-year B.Des (Humanising Technology) student at NMIMS School of Design with four internships spanning a D2C brand, an NGO, a lifestyle brand, and a consulting firm's web presence. Comfortable moving between Illustrator, Photoshop, InDesign, Figma, and Canva across print, digital, and social formats, with hands-on experience in branding, content planning, photography, and WordPress/Elementor web design, and a growing interest in UI/UX and sustainable design.

SKILLS

Design: Visual Communication, Graphic Design, Branding & Identity, Social Media Design, UI/UX Design, Photography

Software: Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Figma, Canva, CorelDRAW, Autodesk Fusion 360, Midjourney (AI image generation), Microsoft Office

Languages: English, Hindi, Gujarati, Marathi

WORK EXPERIENCE

Graphic & UI Design Intern

Aug 2026 - Oct 2026

Practus | Mumbai, Maharashtra

- Design and edit web pages in WordPress/Elementor for the company site, reworking page content and layout to match new messaging themes.
- Gaining working exposure to digital marketing and website UI alongside core graphic design tasks.

Creative & Social Media Intern

Oct 2025 - Feb 2026

PICKD India | Mumbai, Maharashtra

- Developed conceptual brand identities and social media designs with a focus on visual hierarchy, aesthetics, and storytelling.
- Built consistent visual systems and content for multiple brand concepts and social platforms, creating both visuals and copy for posts.
- Planned and maintained content calendars and managed uploads for Instagram and LinkedIn, tracking which formats performed best.
- Worked across Figma, Photoshop, and Illustrator for branding, social media, and digital design projects.
- Led a photography shoot for one brand concept and incorporated the resulting images into final designs.

Graphic Designer & Social Media Intern

May 2025 - Jun 2025

Bhavyata Foundation | Mumbai, Maharashtra

- Designed Instagram and LinkedIn posts showcasing the NGO's workshops, plantation drives, reforestation activities, and donation campaigns.
- Created short reel videos in Canva, combining images and footage provided by the foundation.
- Developed art and craft materials and an activity book of puzzles and activities for educational workshops held in Mumbai public schools.

Graphic Design Intern

May 2024 - Jun 2024

Good Old Delight | Vashi, Navi Mumbai

- Created social media posts, banners, and digital creatives from scratch for multiple clients based on briefs and brand guidelines.

- Developed and iterated design options based on feedback while maintaining consistency with existing brand identity.
- Explored AI image generation with Midjourney as part of the design process, working primarily in Photoshop.

EDUCATION

B.Des - Humanising Technology

Jun 2023 - 2027

NMIMS School of Design, Mumbai | CGPA: 3.09 / 4.0

HSC - Science

2021 - 2023

Ramnivas Ruia Junior College, Matunga, Mumbai

SSC

2009 - 2021

Seth Virchand Dhanji Devshi English Medium School, Ghatkopar, Mumbai

PROJECTS & PORTFOLIO

Behance Portfolio - www.behance.net/smeetshah1

Collection of graphic design, branding, and visual communication projects.

Portfolio - <https://besmeet.netlify.app/>