

# JAYNA SHAH

## Education

Savannah College of Art & Design (SCAD)  
Hong Kong, Atlanta  
Bachelor of Fine Arts (BFA)  
Graphic Design Major  
Motion Design Minor  
2023

## Study Abroad Exhibition

Lacoste, France  
Graphic & Motion Designer  
2022

*Lived in a medieval village in the south of France for three weeks, mastering light projection mapping. An experience that garnered coverage from the French media.*

## Skills

### Technical Skills

Adobe Illustrator  
Adobe Photoshop  
Adobe InDesign  
Adobe AfterEffects  
Figma  
Procreate  
Squarespace  
WordPress  
Microsoft Office  
Apple Keynote

### Design Skills

Branding & Identity  
Packaging  
Typography  
Art Direction  
Motion Design  
Illustration  
Concept Development  
Creative Strategy  
Design Research  
Design Thinking

## Experience

### Georgia World Congress Center Authority (GWCCA)

Atlanta, Georgia  
Executive Office Design Intern  
2023 – Present

*Collaborated closely with the Marketing & Communications and HR teams to develop processes, best practices, and shared tools, enhancing efficiency and cohesion across the authority.*

*Spearheaded a comprehensive brand identity for a leadership building conference, attracting over 500 attendees. Delivered cohesive visual elements across web, print, merchandise and presentations.*

*Contributed to the design of the widely distributed Annual Report 23 publication, enhancing communication with internal and external stakeholders, partners and clients.*

*Conceptualized and executed the visual identity for the internal wellness committee, GWCCARES, fostering employee engagement and well-being.*

### Crème De Mint

Remote  
Graphic Design Intern  
2023

*Engaged with branding & packaging design and updated case studies in WordPress for the new website.*

### McKenna Daniels Design

Remote  
Graphic Design Intern  
2022

*Assisted on client projects including packaging, web and motion graphics to learn production techniques and professional work flow.*

### Fashion TV (FTV)

Mumbai, India  
Graphic Design Intern  
2021

*Developed in-house social media branding skills and designed extensive print materials for large-scale projects.*

## Affiliations & Volunteer

### American Institute of Graphic Arts (AIGA)

Atlanta Chapter Member  
2022 – Present

*Conference Associate – 2023  
Served as a CA for the sold-out AIGA national design conference in New York City. Assisted with on-site management, including guiding attendees to their events.*

*Pin-Up Volunteer – 2023  
Increased engagement by implementing marketing strategies and served as a pin-up monitor for the annual student poster competition organized by the AIGA ATL Student Board.*

### Vice President – 2023

*Responsible for managing the team to ensure smooth work flow, brainstorming and organising events for students through the SCAD Atlanta AIGA Club.*

## Awards & Honors

### Creative Communication Award (C2A) Winner

Branding & Brand Identity  
2023

### International Design Awards (IDA)

Gold - Print / Print Advertising  
Silver - Multimedia / Brand Identity  
2023

Silver - Print / Direct Mail  
2022

### SCAD

Mosaic - Graphic Design  
Graduation Showcase  
2023

Generate – 24 hour Poster competition - Second Place  
2021

Dean's List and Academic and Achievement Scholarship  
2019 – 2023

