



Ritika Shah

www.ritikashah.com

ritikashah9891@gmail.com

VISUAL EXPERIENCE & BRAND DESIGN LEAD

UI DESIGN • MOTION & VIDEO • DESIGN SYSTEMS

ABOUT ME

With **12+ years** across visual design, branding, UI, motion, and video, specialising in design systems, visually focused landing pages, team leadership, and AI-enabled visual communication.

SPECIALIZATION

- Visual Experience & Brand Design
- Design Systems & Brand Language
- UI Design & Visual-First Landing Pages
- Motion Design & Video Production
- Creative Direction
- Team Leadership & Project Management

TOOLS

- Adobe Creative Suite (Photoshop, Illustrator, After Effects, Premiere Pro, Lightroom)
- Figma | Canva
- AI-Assisted Creative Workflows (Generative AI tools for visual ideation, content production, and design scalability)

EXPERIENCE

FutureBridge (*Techno-commercial consulting & advisory*)
Lead - Visualisation

April 2024-Till date

- Led **end-to-end visual communication** across brand, UI, motion, and video, shaping a unified visual identity **across 20+ digital and marketing touchpoints**, enabling consistent brand expression across campaigns and client engagements.
- Designed visually driven, **UI-focused landing pages** that strengthened campaign storytelling and improved user engagement, enhancing digital brand presence and communication effectiveness.
- Built and scaled design systems and visual languages, improving cross-team consistency and reducing design **turnaround time by 30%+**, enabling faster campaign and content rollouts.
- Established **visual standards, workflows, and review processes** that streamlined collaboration across designers, editors, and marketing stakeholders, ensuring reliable on-time delivery of high-visibility assets.
- Integrated **AI-powered tools** into visual production workflows, increasing creative output efficiency and scalability while maintaining brand consistency across formats and platforms.

Sofyx Systems Pvt. Ltd. (*A community building platform*)
Manager - Content & Media

March 2019-Feb 2024

- Led visual content strategy across **30+ campaigns** annually, aligning cross-functional teams to deliver cohesive brand communication across digital and marketing channels.
- Directed end-to-end production of high-impact visual and video campaigns, **improving turnaround efficiency by 20%** through optimised workflows.
- Elevated brand visual identity across platforms, **driving 25-40% growth** in engagement through strategy-led, trend-informed design direction.
- Developed Brand Guidelines adopted across teams, improving visual consistency and reducing rework cycles.
- Managed and mentored a team of designers and editors, ensuring on-time delivery and continuous skill development.

ACADEMICS

- Diploma in Graphics & VFX
Specialisation from Maya Academy
Of Advanced Cinematics in year
2013.
- Graduated in Bachelor of Arts from
Daulat Ram College Delhi
University in year 2010.
- 10th+2 from CBSE Board in year
2007.

Bigo Technologies. Pte (*Streaming: Content & Gaming*) **Senior Graphic Designer & Video Editor**

July 2017-February 2019

- Conceptualised campaign themes and designed engagement assets for product marketing and social media.
- Produced high-quality promotional videos, motion graphics, concept films, and product explainers for local and global audiences.
- Developed scalable marketing templates across digital and print media for global team use.
- Created branding mock-ups for physical events and designed branded merchandise.
- Led cross-functional brainstorming sessions to develop brand kits and establish design and video guidelines.

Group Aspiration (*Marketing Agency*) **Head Graphic Designer**

Dec. 2015-June 2017

- Developed and executed innovative design solutions for internal and client projects aligned with core products and services.
- Translated client requirements into compelling visual concepts that clearly communicated brand and business objectives.
- Produced engaging social media content, including graphics, infographics, and promotional videos.
- Designed marketing and corporate communication materials such as company profiles, e-brochures, newsletters, mailers, brochures, banners, posters, and promotional assets.
- Managed design projects and collaborated with cross-functional teams to ensure timely delivery and meet deadlines.

One Act Movies Pvt.Ltd (*Production House*)

April 2013-Nov.2015

Sketch, Graphics & VFX Artist | Creative Production Support

- Developed concept sketches and visual references during pre-production.
- Assisted the Director with camera, lighting setups, and on-site shoot execution.
- Created 2D/3D graphics, VFX, and colour correction for final video outputs.
- Supported video editing and post-production workflows as required.
- Coordinated outdoor shoots and collaborated with production teams for smooth execution.