

# Tanvi Shah

## Freelance Graphic Designer

Ahmedabad, Gujarat · [Phone] · [Email] · [Website or LinkedIn]

### PROFESSIONAL SUMMARY

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Graphic designer in the first year of independent practice, creating social media creatives, logos and packaging labels for small businesses. Delivers print-ready files with clear revision rounds and quick turnaround. Works in Adobe Illustrator, Photoshop and Figma, and keeps a live Behance portfolio with before-and-after case studies for each client.

### SKILLS

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Adobe Illustrator · Adobe Photoshop · Figma · Logo design · Packaging labels · Social media creatives · Print file preparation · Client briefing

### EXPERIENCE

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**Independent Graphic Designer** — self-employed, serving local retail and food brands, Ahmedabad

1 year · current

- Delivered brand identity kits for nine small businesses, including logos, colour palettes and ready-to-use Instagram templates.
- Designed labels for a home-grown pickle brand that moved from handwritten jars to printed packaging for supermarket shelves.
- Maintained a 48-hour first-draft turnaround across 30 projects, with most clients approving within two revision rounds.
- Earned four repeat clients through referrals, who now send monthly creative requests on a retainer basis.

**Design Intern** — boutique branding studio, Ahmedabad

3-month internship

- Prepared mock-ups and print files for wedding invitations and corporate stationery under a senior designer.
- Learnt prepress checks for bleed, CMYK conversion and paper stock, reducing reprints on studio jobs.

### EDUCATION

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**Bachelor of Design (Communication Design)** — private design institute, Ahmedabad

Graduation project on packaging for rural women's self-help groups

### CERTIFICATIONS AND REGISTRATIONS

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- Adobe Certified Professional in Graphic Design and Illustration

## PROJECTS

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- Festive packaging refresh — redesigned gift boxes for a sweet shop, helping it sell out its Diwali stock a week early

## LANGUAGES

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English · Hindi · Gujarati