

Creative Design Director - UX Design / Graphic / Apparel Designer at Shamshadesign

Objective : Over a decade of experience developing strong concepts fused with creative explorations. Leading in the development of successful strategy and products.

Experience:

Creative Art Director for Minna Girls Sustainable Apparel - Made in U.S. A / Minna-kids.com

July 2018 - Feb 2023

Designed - Brand Identity for Minna, UX/UI design, Repeat Prints for all styles and dress patterns, Minna packaging and art direction for photography.

Freelance - US Asian Apparel

April 1 - 15, 2022

Designed - Four repeat patterns for Boys Active wear for shorts. Repeat patterns include Camo, Animal Pointalism, Supersize pixels and Digi.

UX Design Certificate - General Assembly

January 2019

Mobile Focused, Responsive website. Help busy shoppers find the Perfect GIFT for their loved ones.

Creative Art Director at Tradition Sourcing LLC

January 2009 - April 2018

Art Director - Designer for Apparel and Accessories for Tradition, PGA Tour events and reputed Golf Courses in the U.S.A. Duties include, but are not limited to - strategy development, collection proposal development, designing apparel collections for Mens, Ladies and Children, pattern/design outerwear & accessories. Brand identity, web/print catalog, website, invitation, sales swatch book, mobile packaging & stationery etc. Private label creations for Golf Country Club clients. Custom brand packages including: hangtag, main label and polybags. Designed unique packaging and mobile patterns for the Golf and Country Clubs.

Senior - Apparel & Accessories Designer at SDS, Inc

February 2009 - April 2012

As a Senior Graphic - Apparel & Accessories Designer, for Masters Golf Tournament for Augusta National - Responsibilities include, but not limited to; concept to creation of vision enhancing the Brand. Through innovative, trend and sight, adhering to brand and graphic standards; that are cutting edge and classic. Designing Apparel Collections for Masters Golf Tournament for Augusta National - specializing in Men's Polo shirts. Also includes pattern/design(s) creations for Men's Polos, Ladie's Polos, Children's, Outerwear and Sweaters. Partnering with Art Director, to develop innovative products keeping the integrity of the brand. Forging strong partnerships with creative director from concept to reality - enjoyed this wonderful journey for multiple years. Through the development of a new collection annually, a wealth of knowledge was gained. We built upon the Masters Brand, while continuing to reinvent and maintain marketing prestige.

Designer at Color 101:

May 2007 - August 2009

Brand Identity advertising brochure and folder for launch of NorthSide Hospital Cherokee Conference Center. Website development for entertainment industry. Package designing for medical and pharmaceutical lab healthcare solutions. Catalog and website creation for Fine Art Gallery. Annual Spring Catalog developed for Paddywax. Corporate/Brand Identity for Southern Demolition and Environmental, Fundamental LLC and The Remedy furniture for urban living marketing.

Designer at Parallel 45 Publishing

March 2007 - July 2007

Creative development for online magazine and layout creations.

Designer at Huie Design

January 2005 - March 2005

Concept and Design development for Corporate Identity and Promotional Collateral, campaign exclusively for Salute to American Craft 2005: GA Trust for Historic preservation.

Designer at Chris Handley Design

March 2004 - June 2004

Developed Corporate/Brand Identity and assisted in marketing efforts for multiple clients.

Designer at Tj. Chameleon Graphic Communication.

January 2002 - January 2004

Designed T-Shirt graphics for Delta, Travel tips Brochure for Delta, ASA Web Flash Banner Add Delta, ASA EE Survey Prize 2002 Delta, CSM tools for School and Cooling End Cap banner for Home Depot.

Designer - Internship at Fuse Design

January 2001 - March 2001

Designed corporate identity and business collateral worked on brand identity for Ralph Daniel Photography coffee table book.

Volunteer Experience (Non - Profit)

Yes - Partnerships for Learning Youth Exchange and Study

March 2007 - July 2007

Designed Logo for YES, it has helped unify the identity of participants and it has enhanced the visibility of P4L YES, and in a way has aided the Bureau in achieving US foreign policy goals. The logo has appeared on brochures, pins and recruitment material etc..

Designer - Host at RE - A benefit Poster Show for Japan Tsunami

March 2007 - July 2007

RE - A Benefit Poster Show for Japan Tsunami. As one of the 4 organizers, I helped to have the creative community of Atlanta get together and create posters and art for this event in effort of the tsunami restoration. We wanted to let the Japanese people know that they were not forgotten. Our city's history shows that nothing is so devastating that it cannot be recovered from if people work together and care for each other. We were successfully able to raise and donate over \$5000 through the 2 events. 100% of net proceeds from purchasing our posters, art and home-made sweets went directly to disaster victims of Miyagi Prefecture of Japan.

Designer - Partnership InAction | Golf

November 14, 2013

Designed all the Apparel for the **Partnership InAction | Golf** tournament for the AKF Foundation.

Designer - A Invite for The Learning Tea Benefit Dinner

June 9, 2013

Designed a Invitation for An Evening for Education by THE ROTARY CLUB OF ATLANTA WEST END & Chai Pani.

Art Assistant in kids program - Kadampa Meditation Center Georgia

Jan 6, 2019 - May 26, 2019

offers a simple guided meditation specially tailored for children, and a short teaching to help them cultivate positive qualities like patience, kindness and compassion. Kids learn about sharing and caring through stories, playful activities, crafts, and snacks.

Skills & Expertise

- Brand Identity Design • Logo Design • Package Design • Print Collateral • Website Design • Accessories Design • Apparel Design
- Creating Embroidery dst • Repeats • Flat Sketches • Tech Packs • Sewing • Team player • Social Media • Technical Design
- Trend Forecasting • Research • Strategic Initiatives • Leadership • Project Management • Product Management • Detail Oriented
- Written Communication • Multi-tasker Project • UX Design • Wire framing • Design thinking • Design Principle
- Time Management • Visual Design • Problem Solving • User Flows • Site Maps • User Interviews • Presentation Skills
- Content Development • Ux Research • Usability testing • Creative Solutions for Products.

Software

Adobe Illustrator CC • Adobe Photoshop CC • Adobe Indesign CC • Adobe Acrobat CC • Microsoft office • Sketch • Adobe XD
Invision Studio.

Education

Georgia State University - Bachelor of Arts (BFA) in Graphic Design 1996 - 2001

Atlanta College of Arts, one semester 1999

Associate of Arts, Dekalb College, Associate of Arts 1993 -1996

UX Design Certificate, General Assembly 2019

Shamsha Hirani

I'd love the opportunity to work with a great company to grow and learn with the team to challenge my creativity and to become a permanent employee.

Duties include, but are not limited to strategy development,

- Conceptual proposal development, designing apparel collections for Men's, Women's and Childrens, repeated - prints/colorways, outerwear & accessories.
- Brand identity, web/print catalog, website, invitation, sales swatch book, mobile packaging & stationery etc.
- Private label creations for Golf Country Club clients. Custom brand packages including: hangtag, main label and polybags.
- My interest in fashion design stems from my passion for design as a foundation, which challenges my creativity.
- Creating Repeat Patterns for multiple collections, Trend forecasting, Tech packs, Flat sketches, Embroidery dst, research and development. From concept to production of a product development of a garment. Including good relations with the factory and team members to assure the process through completion for manufacturing.
- You'll find a variety of project from identity systems to ads, packaging to print collateral, interactive presentations to web design, I know how to build and extend your message across a wide range of media. Whether we're shaping a single solution or broad-spectrum campaign, I engage in thoughtful collaborations that result in clear strategy, striking concepts and the right execution in print to web or on apparel and accessories.
- Leading in the development of successful strategy and products. Concept of the product features, User experience design, Communicated with the shoppers for developments, Production and QA.
- Mobile Focused, Responsive Website, user workflow, user research, wireframe, brand personas, shopping experience, site map.
- Strength with page navigation and layout.
- Collaborate closely with front and back-end development teams to ensure alignment of designs and back end specifications.

Through my strong work ethic, I have proven myself capable of working independently and efficiently, as well as collaborating with a team, on multiple projects, while meeting deadlines in fast paced environments. I believe that you will not only find me rewarding to the business, but also a very friendly and easy going person to work with.

Skills & Expertise

Brand Identity Design • Logo Design • Package Design • Print Collateral • Accessories Design

Apparel Design : Creating Embroidery dst • Repeats • Flat Sketches • Tech Packs • Sewing • Team player
 • Technical Design • Trend Forecasting for color and prints • Collection design • Research • Strategic Initiatives • Leadership
 • Project Management • Product Management • Detail Oriented • Written Communication • Multi-task Projects/Clients
 • Creative Solutions for Products, designs, styles • Time Management for multiple projects.

Web Design : web banners • landing pages • hi-lo fidelity mockups • mobile design responsive design
 user workflow • user research • consumer journey • brand personas

Software : Adobe Creative suite • Illustrator • Photoshop • Indesign • Microsoft Office • Sketch • Adobe XD • Invision App