

# Tithi Shah

## COMMUNICATION DESIGN ( BRANDING + ART DIRECTION )

+91 85111 72288 | themangoroute@gmail.com | www.tithishah.com | www.instagram/themangoroute.com

### Education

#### Pratt Institute

- Communication Design (2018 - 2021)

#### North Carolina State University (transferred)

- Bachelor of Art and Design (2016 - 2018)

### Computer Skills

#### Adobe Suite

- Photoshop
- Illustrator
- InDesign
- AfterEffects
- Premier Pro
- Lightroom
- Bridge

#### Microsoft Suite

- Word
- PowerPoint
- Excel

### Technical Skills

- DSLR Photography
- Laser cutting
- Wood working
- Drawing
- Painting
- Printmaking

### Language Skills

English, Hindi, Gujarati, Spanish (conversational)

### Work Experience

#### Founder & Creative Director

##### *The Mango Route (September 2020 - currently)*

- Operating a cloud studio and leading a team through the creative process, from concepts to executions. Worked with over 11+ well established clients across the world, in cities like Delhi, London, Chicago and more.
- Cloud studio offers design solutions, creative consultancy, brand identities, graphic designing, package designing, styling and photography.
- Previously worked with F&B service, telecommunication companies, corporate sectors.

#### Social Media/Graphic Design Intern

##### *CRÈME Design, New York (February 2019 - May 2020)*

- Managing all Social Media accounts and website
- Assisting branding team with project work
- Assisting Graphic Designer with visuals
- Leading The Gourd Project Kickstarter Campaign
- Assisting the in-house Marketing and PR teams
- Managing contacts database

#### Graphic Design Intern

##### *Ivy Concepts, India (June 2019 - June 2020)*

- Handling the digital marketing
- Managing all of Ivy's Social Media accounts
- Creating graphics for posters, emails, newspaper and magazine ads

#### Graphic Design Intern

##### *Institution of Transportation*

##### *Research and Education, Raleigh (Oct 2017 - May 2018)*

- Designed Ad campaigns for public safety awareness
- Created info-graphics for NC license plate department
- Designed brochures for NC Technical Assistance Program
- Branding for NC Traffic Safety Conference & Expo
- Assisted the branding team for Burlington Regional Alamance Airport

### Other Experiences

- Graphic Designer for South Indian Association at Pratt
- Led and managed campaigns with Insomnia Cookies for OneClass on North Carolina University campus
- Head of Hospitality (Navrachana International Model UN)
- 150 Hours collaborating with a diverse team to raise \$1000 through different activities to build 50 toilets in villages of Vadodara, India.