

Maanya Shah

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Curious | Strategic | Insight- Led
A design strategist driven by curiosity and context, working across research, narrative, and experience design. I focus on translating insights into clear strategic directions and concepts that align teams, inform execution, and create meaningful brand experiences. Passionate about learning, culture, and thoughtful problem-solving.

Experience

STUDIO CARBON, GANDHINAGAR (MAY 2022 - APRIL, 2024)

Graphic Designer & Design Thinking

- Applied design thinking methodologies and design tools to build brand ethos for various companies across sectors in B2B and B2C segments (Blissclub, Nexstem, Hyperlab, Monitor Health)
- Client company assets such as event collateral, digital creatives, internal documents, posters and brochures

Account & Project Manager

Greenlab Diamonds
- Lead the management of creative assets for prestigious jewellery exhibitions in India and internationally, ensuring alignment with brand standards
- Designed for social media content, internal documents, events, posters and brochures

Lightspeed India Partners
- Successfully managed the creative execution for high-profile events including, Lift-Off (2023 & 2024), Lateral (Edition 1 & 2) and Warpspeed
- Point of contact for communication, ensuring seamless coordination, trust and client satisfaction
- Lead a team of 2, optimizing workflows to ensure the timely delivery of high-quality creatives
- Oversaw the creation of a new blog website, social media assets, newsletters and pitch decks

Team Management

- Assisted the Communication Team Lead with managing the inhouse design team of 12, ensuring smooth operations and task alignment.
- Conceptualised and implemented automated processes to streamline workflows, co-created project timelines & delegated tasks to enhace team productivity leading to punctual and satisfactory completion of projects

IDO DESIGN, AHMEDABAD (APRIL 2025 - APRIL 2026)

Brand Strategy Lead

- Led concept development for brand narratives and integrated marketing & social media campaigns, translating strategy into clear creative directions.
- Built structured concept presentations and pitch decks to articulate strategy, storytelling, and creative rationale.
- Conducted brand audits and positioning analysis to align current perception with future business goals.
- Developed campaign narratives and creative directions for shoots, ensuring consistency from concept to final output.
- Supported art direction and content curation across brand touchpoints (Asopalav, Atishay Shivalay).

Education

Graduation (2018 - 2022)

Bachelors of Design - Graphic & Communication
GLS Insitute of Design, Ahmedabad

Skills

Leveraging AI Tools across tasks
Leadership
Problem Solving
Design & Strategic Thinking

Tools

Adobe Illustrator
Adobe Indesign
Adobe Photoshop
Adobe Premier Pro
Adobe After Effects
Figma
Notion
Asana

Languages

English
Gujarati
Hindi
German (Duolingo Level 25)