

RITIKA SHAH

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EDUCATION

Parsons School for Design, New York, NY
BFA Communications Design Candidate, May 2017

Cornell Tech, New York, NY
Product & Startup Studio, June 2016 - May 2017

Central Saint Martins, London, UK
Graphic Design, Study Abroad Program, Fall 2016

SKILLS

Adobe Photoshop	HTML & CSS
Adobe Illustrator	Javascript & JQuery
Adobe InDesign	Sketch
Adobe XD	InVision
Adobe After Effects	Microsoft Office

PROJECTS

Cornell Tech x Verizon
August - December 2016 (ongoing)

Working with executives from Verizon to come up with viable solutions for a major civic problem. Our team created Tempus, a real time evacuation management system.

LVMH x Feadship Creative Briefing
28 - 29 June, 2016

I was selected as one of four students from Parsons in a 24 hour intensive creative briefing event with Moët Hennessy Louis Vuitton.

The 24 hours included receiving a creative brief from Feadship, doing research, creating design prototypes and presenting my ideas in front of 50 top executives of LVMH.

ACHIEVEMENTS

Senator representing Parsons, 2014 - 15
The New School, University Student Senate

Parsons Dean's List, Dean's Scholarship
Fall 2014 - present

EXPERIENCE

● **Studio Rodrigo, New York**

User Experience Design Intern, June 2017- present

Working on UI / UX design briefs from different clients under direct mentorship from Rodrigo founding partners.

● **Parsons Luxury Society, New York**

Vice President of Web Development, June 2016- present

Design and handle all web based content for the Luxury Society at The New School.

<http://newschoolluxurysociety.com/>

● **CPENation, New York**

User Experience Design Intern, June - September 2016

Worked alongside the head of product design to build and program a responsive website using user research, customer journey maps and web-prototyping.

Re-designed the logo for CPENation and worked on designing icons for the website.

● **Stark Design, New York**

Design Intern, September - December 2015

Worked on photography, visual design, interaction design, motion design and created interactive prototypes for all Papermade™ products.

● **VOGUE, Mumbai, India**

Marketing & Design Intern, June - August 2014

Planning and execution of the Vogue Wedding Show, 2014.

Coordinated directly with brand representatives.

Managed the event micro-site, the guest list and invitations.

PORTFOLIO



www.ritikashah.com

Scan the code to instantly view my portfolio on your phone!