

KRIYA SHAH

Junior Art Director | Brand Strategist | kriyashah.work
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SUMMARY

Multidisciplinary brand professional with a background in Advertising and Branding and 1+ years of hands-on experience across campaigns, graphic design, and digital content. Currently completing a Master's in Luxury Brand Management, with a strong interest in brand strategy, creative development, and experience-led brand building. Known for a thoughtful, detail-oriented approach to storytelling, collaboration, and execution across projects.

EDUCATION

Savannah College of Art and Design (SCAD), Atlanta

B.F.A. in Advertising and Branding, (STEM) GPA: 3.9

2021 – 2025

M.A. in Luxury Brand Management, (STEM)

Expected Graduation: May 2026

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Authorized to work in the USA

EXPERIENCES

Brand Strategist

Avlete (Start Up)

Aug 2024 – Aug 2025

- Developed an end-to-end customer journey framework to define brand positioning, clarify value propositions, and improve user experience across digital and physical touchpoints.
- Led website content and social media strategy, aligning messaging and visuals with target audience insights to increase engagement.
- Partnered closely with founders to translate strategic insights into cohesive brand communication, ensuring alignment between vision, visuals, and voice.

Social Media Manager

SCAD, IBC

Sep 2022 – Dec 2024

- Planned and executed content-driven social media campaigns across multiple platforms, increasing overall engagement by 33.4% through strategic storytelling and audience-focused content.
- Developed cohesive visual and tonal direction across channels to strengthen brand consistency, improve content clarity, and deepen audience connection.
- Collaborated with internal teams to maintain a unified brand voice across all digital channels.

Social Content Producer

ChefATL | T.V. Production

Mar 2024 – Nov 2024

- Scouted locations and captured culturally rooted visuals to support authentic, story-led episode content.
- Developed cohesive visual and tonal direction across social platforms to strengthen brand identity and audience connection.
- Worked closely with production teams to ensure creative output aligned with brand narrative and intent.

Marketing Assistant

Not A Hamster Strategy

Jun 2024 – Sep 2024

- Conducted competitor and market research to support brand positioning and campaign strategy development.
- Synthesized insights into clear findings that informed creative and strategic decision-making.

Graphic Designer

Vidhi Group

2021 – 2022

- Designed customized invitation cards and visual assets by translating client brand needs into tailored creative solutions.
- Delivered client-ready designs with a focus on visual clarity, brand alignment, and detail.

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HIGHLIGHTED PROJECTS

Bond-sai

Global Wellness Brand Concept 2024

- o Led brand strategy and concept development for a global wellness summit, creating a cohesive brand identity rooted in calm, balance, and modern wellness.
- o Collaborated on product prototyping and testing to translate brand values into tangible consumer touchpoints.
- o Conducted in-depth research on global wellness trends to inform positioning, visual direction, and experience design.

Royal Van Lent Voyage

Luxury Experience Concept Spring 2025

- o Developed a luxury experience concept extending Royal Van Lent's brand DNA into a curated yachting voyage for ultra-high-net-worth audiences.
- o Defined the guest journey, onboard experiences, and brand touchpoints to ensure consistency with heritage, craftsmanship, and exclusivity.
- o Conducted market and audience research to position the concept within the global ultra-luxury travel and experiential landscape.

CERTIFICATIONS & ACHIEVEMENTS

LVMH Insiders Program

Creation and Branding, Retail, and Client Experience Nov 2025

Silver ADDY Award, SONIC 2025

Cum Laude Undergraduate School

Dean's List 2022-2024

SCAD Achievement Scholarship Undergraduate School

SCAD Achievement Scholarship Graduate School

Adobe Certified in Photoshop

LinkedIn Learning, Figma for UX Design 2025

LinkedIn Learning, Excel Essential Training (Microsoft 365) 2025

INDUSTRY-SPECIFIC SKILLS

Brand & Strategy

Brand Identity Development, Campaign Strategy & Concepting, Consumer Insight Research, Competitive & Market Analysis, Brand Positioning, User Experience Thinking, Strategic Copywriting

Creative & Design

Graphic Design, Visual Storytelling, Visual Development, Art Direction, Logo Design, Presentation Design, Strategic Copywriting

Tools & Platforms

Adobe Creative Suite, Figma, Procreate, ChatGPT (Creative Strategy, Ideation), Midjourney (Concept Visualization)