

Anjali Shah, Experience Designer

+1-412-608-5397 | anjalishah.info | anjalis2@andrew.cmu.edu | [LinkedIn](#)

EDUCATION

Master of Entertainment Technology, Specialization in Experience Design & Production, May 2022
Entertainment Technology Center - Carnegie Mellon University (CMU) - Pittsburgh, PA

Bachelor in Fine Arts, Specialization in Visual Communication and Graphic Design, May 2017
College of Art - Delhi University (DU) - New Delhi, India

SKILLS

Design Skills

- Concept & Narrative Design
- Visual Design
- User Experience Design(UX)
- User Interface Design (UI)
- Graphic Design
- Set Design
- Game Design
- Agile & Scrum

Art Skills

- Digital & Traditional 2D Art & Animation
- Digital & Traditional 3D Modelling

Software Skills

- Autodesk Maya
- Unity - Game Engine
- HeavyM - ProjectionMapping

- Adobe Photoshop
- Adobe Illustrator
- Adobe Premiere
- Adobe After Effects
- Google Suite
- Microsoft Suite
- Wix - Web Developer
- Wordpress - Web Developer

WORK EXPERIENCE

Visual Effect Assistant, [Plexus Motion Private Limited](#), Mumbai, India, May 2018 to January 2019

Project - [Leila](#) Webseries for Netflix

- Assisted the VFX supervisor in imagining dystopian cities atop real shooting locations
- Provided creative and administrative support for VFX bids and pitches
- Coordinated with the inter and intra departmental team members to keep the product vision cohesive

Freelance Art Director, Set Dresser and Graphic Designer, Indian Film and Advertising Industry, 2017-2020

Projects - Feature film '[Veere Di Wedding](#)' for Anil Kapoor Film and Communication, Mumbai, India

Feature film 'The Hungry' for Mastercut Picture, Mumbai, India

Television Commercials for brands including Amazon, Samsung, MI, Vaseline, Fevicol and more

- Responsible for designing the sets and props
- Worked as a set dresser and graphic designer
- Acted as the coordinator between art department and other departments
- Managed detailed budgets
- Took charge of hiring and coordinating the art team

CERTIFICATE COURSE

- Experimental Film - 3 months course at MetFilm School, Berlin, Germany, Feb' 2019 to May 2018
- Film Appreciation - 2 months Course at Ctrl Alt Cinema, New Delhi, India, Aug' 2019 to Oct' 2019
- Theatre workshop - National School of Drama, New Delhi, May 2010 to Jan' 2011
- Hindustani Vocal Music - Prayag Sangeet Samiti, Allahabad, India, Jan' 2003 to May 2008

Coursework and experience gained at Entertainment Technology Center during first year of Masters, 2020-21

Web Experience for The HistoryMakers digital archive , ETC Spring'21 Semester Client Project

Role- Artist, Designer and Producer

As an artist and a designer I am responsible for-

- Designing the team poster and all presentation materials
- Understanding client and user needs
- Applying creative problem solving to come up with design solutions
- Creating concept art, design mock-ups and layouts, moodboards, user flow and wireframes, and iterating them upon playtesters, client and instructors feedback
- Creating 2D and 3D assets
- Designing and creating UI

As a producer I am responsible for-

- Setting up meetings with the clients, instructors and team
- Recruiting playtesters
- Setting agenda, conducting all meetings and following up
- Taking notes and minutes in meetings and review sessions
- Assigning tasks and monitoring the progress of other team members
- Utilizing management skills to meet multiple deadlines daily and maintaining aggressive schedule until project completion
- Coordinating with the clients and team members to keep the product vision cohesive
- Maintaining documentation work including daily task list, project schedule, weekly blogs and more

ETC Virtual Festival Website's Introduction Design, ETC, CMU, Fall'2020, Remote

Role- Experience Designer and Producer

- Designed a playful concept and user experience(UX) for the website's introduction
- Communicated the design ideas using user flow, storyboards and wireframes
- Influenced fellow artist and programmer students to join the website execution team
- Acted as a producer to implement the website through prototyping, development and coordinating with artists and programmers
- Acted as the user interface (UI) designer, 2D artist, 2D animator and video editor
- Researched and assisted the programmers find appropriate plug-ins
- Incorporated functionalities and features into websites
- Utilized great time management and organization skills to deliver the finished website by deadline along with managing the aggressive course workload
- Utilized great communication skills to conduct team meeting over Zoom

Experience Design Elective Class, ETC, CMU, Spring'21, Remote & In-Person

- In this class I have learnt to design theme parks and immersive exhibits using various kinds of mediums including DMX lighting, projection mapping, video and animation design, sound design, and more.
- I have also learnt to maintain proper design documents. Documenting the experience goals, emotional arc, throughput, journey maps, content maps, user flow and playtest logs, have improved my understanding of the user experience. I believe this knowledge will always help me design successful experiences in the digital and physical world.