



AMIT SHAH

DIGITAL DESIGNER

PORTFOLIO

<https://amitshah.page>

HEAD OF DESIGN

Rezigo | February 2021 – Present

- Digital design including websites and apps – creating user journeys, user maps, flows and wireframes
- Working alongside experienced developers to create strong visual identities for the various brands to include the design of responsive landing pages, emails, print, social media and other numerous creative content.
- User focus; identify who they are and what their needs are, based on evidence. Translate user stories and propose design approaches or services to meet these needs. Engage in meaningful interactions and relationships with users.
- Plan, design, and prototype web pages, using both technical and non-technical skills to produce website pages that fit our customers' requirements and showcase our products and services in the best light.
- Manage cross-functional relationships with developers both on and offsite and with the senior management team.

LEAD DEVELOPER

Adrich | June 2008 – January 2021

- Developing microsites and websites for publishing companies such as Conde Nast & The Independent.
- Designing and coding rich media ads for all major adservers along with troubleshooting clients creatives.
- Tagging and creating ad slots for websites, optimising ad placement and building new slots if needed, this includes custom targeting parts of the site for better ad revenue.
- Full complex website design and build from concept and branding to UX/UI and coding the finished product. All aspects and lifecycle of development carried out by myself.

BRUNEL UNIVERSITY LONDON

BSc | 2006 – 2010

Multimedia Technology and Design (2:1)

HARROW WEALD COLLEGE

A-Levels | 2004 – 2006

ICT, Media Studies, Film Studies, Graphic Design

WHITMORE HIGH SCHOOL

GCSEs | 2000 – 2004

ICT, History, Maths, Science, English, Graphic Products, Art & Design, German, Religious Education, Gujarati

A professional digital product designer with over 15 years' experience in the industry.

As a lead developer and Head of Design, I've worked on big projects targeting UI, branding as well as advertising.

ABOUT

- UI Design web/mobile
- Advanced Figma
- HTML5
- CSS3
- JavaScript
- PHP
- MySQL
- SEO
- Server Management
- Advanced WordPress
- Adobe Creative Suite
- Multiple Adservers
- Rich Media Ad Builds
- Video Editing
- Brand Design

SKILLS

- Tech Lover
- Video Gamer
- Movie Enthusiast
- Swimmer
- Amateur Baker
- Motorhead

INTERESTS

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<https://amitshah.page>

References upon request

CONTACT

EXPERIENCE

EDUCATION