



## CERTIFICATIONS

### Dean's List – Fall 2024

Cilker School of Art & Design, WVC  
4.0 GPA

### Graphic Design Certificate

West Valley College, CA  
2024

### UX Design Certificate

West Valley College, CA  
2024

### UX Design & Social Media Marketing

Coursera  
2023

### Handloom Weaves Trainee

Ministry of Textile, India  
2011

## EDUCATION

### PG Diploma in Fashion Designing

Arch Academy of Design  
Jaipur, India  
2010 – 2012

### Bachelor of Arts

Kota University  
Kota, India  
2007 – 2010

### Foundation Program in Design

Pearl Academy  
New Delhi, India  
2007

## EXPERTISE

Visual Design & Branding  
Digital & Freehand Illustration  
Wireframing & Prototyping  
Social Media Content Design  
Trend Research  
Sample Development  
Embroidery & Surface Design  
Fabric & Trim Sourcing

## TOOLS

Procreate  
Adobe Illustrator  
Adobe InDesign  
Adobe Photoshop

# SHINA VIJAY

## BRAND & VISUAL DESIGNER

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drawmaticdesigns.com  
Newark, CA

## ABOUT ME

Brand and visual designer based in the Bay Area, with a background in apparel design and illustration, creating visual identities, illustrations, and design systems that feel refined, warm, and purposeful. Especially drawn to small businesses and lifestyle brands who value craftsmanship and authentic storytelling through design.

## PROJECTS

### Graphic & UX Design Projects

2023 – 2024

West Valley College & Coursera | California, USA

- Designed brand identities, visual assets, and social media content across multiple coursework project briefs.
- Created custom illustrations and digital graphics using Procreate and Adobe Illustrator, InDesign, and Photoshop.
- Developed visual concepts, layouts, and branding elements aligned with real-world design briefs and client scenarios.
- Applied UI/UX principles to design user-focused digital experiences including wireframes and prototypes.

## EXPERIENCE

### Founder & Creative Lead

2020 – Present

Digital Illustration Business | drawmaticdesigns.com

- Founded and manage an online design business specializing in custom digital portraits and illustrations across diverse client needs and aesthetics.
- Create hand-drawn digital illustrations using Procreate, handling the full creative process from concept to final delivery.
- Manage end-to-end business operations including client communication, customization, pricing, order fulfillment, and follow-up.
- Build and maintain brand presence across Instagram (@drawmaticdesigns) and the web, growing a loyal client base organically.

### Designer – Independent Design Cell

Jun – Oct 2016

Impulse Group | Gurgaon, India

- Designed AW16/17 collection comprising 40+ original concepts from initial sketches through to first-sample prototypes for client presentations.
- Coordinated with factories & export houses; conducted international trend research & fabric sourcing.

### Designer & Product Developer

Sep 2013 – Jul 2015

Creative Impex | New Delhi, India

- Collaborated closely with Head Designer on 60+ Haute Couture concepts each season, contributing to 70% of yearly production; developed 8+ designs for *Topshop*, *Ann Taylor*, *Superdry*, *Kenneth Cole*, *Nicole Miller* & *Adrianna Papell*
- Led RTW sample & production development; developed embroidery swatches, directed surface ornamentation, managed sourcing of fabric, trims & materials.
- Led sample development (500–1,000 units) for Plus Fine, Pied à Terre, El Corte & Label Lab supervised and mentored 4 design interns.

### Intern → Assistant Designer

Oct 2012 – Aug 2013

Somersault by Rajat Jain | New Delhi, India

- Promoted to full-time in 2 months; contributed to SS2012 runway for Jewelry by Lisa; managed embroidery, sourcing, QC & production for Bombay Electric & Amit Aggarwal, Slate & Coral etc.