

TEJUS SHAH

G R A P H I C D E S I G N E R

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Experience

• **Teajuice Studios, LLC.** • design firm • newark, nj • october 2008 – present (unofficially since nov. 07)
Owner / Creative Director

- Provide affordable, cost-effective design and marketing solutions.
- Current and past clients include Hindu American Foundation, The Aaron Group, Thumbble, Universal Data Consultants, the Carlstadt Democratic Party, the City of Newark, The Spot Bar & Lounge, and New Community Corporation.
- Projects include, but not limited to, newsletters, displays, brochures, banners, website graphics, postcards, billboards, logos, icons, booklets, reports, Facebook and iPhone application interface design, copywriting and editing.
- Put together a rush campaign for the Carlstadt Democratic Party in the final three weeks prior to elections. While the candidates were unsuccessful in their bid, the campaign played a key role in closing the gap to within 500 votes.
- Currently in the process of refreshing the Hindu American Foundation's brand through various creative solutions, resulting in a significant increased memberships and donations this year.

• **BoConcept, Inc.** • modern furniture design and manufacturing • bayonne, nj • july 2006 – present
Freelance Graphic Designer

- Provide corporate design services for BoConcept, Inc.'s U.S.-based stores.
- Produce a variety of marketing materials such as billboards, brand advertisements, store banners, and corporate truck graphics.
- Design a range of corporate support materials such as event invitations, posters, sale banners, as well as postcards, business cards, and certificates.

• **Toys "R" Us** • international toys and entertainment retailer • wayne, nj • august – september 2007
Freelance Graphic Designer

- Designed concepts for the company's newspaper circular advertisements.
- Developed concepts for packaging and logos.

• **Audible, Inc. (audible.com)** • digital audio books retailer • newark, nj • november 2006 – june 2007
Freelance Graphic Designer & Imaging Specialist

- Supported audio production in preparing cover artwork for display in the web store.
- Heavy usage with Adobe Photoshop in color corrections, digital effects, and photo-retouching, editing, and rebuilding.
- Designed cover artwork for a variety of digital audio books.

• **StreetGlow, Inc.** • automotive lighting accessories • wayne, nj • july 2002 – june 2005
Graphic Designer

- Created package designs, logos, icons, and other various artwork for new products and features.
- Designed a variety of corporate promotional items including product brochures and price lists, product-oriented ads for consumer and trade magazines, company newsletters and mailers, internal literature, POP displays, merchandisers, and website graphics.
- Product photography and digital retouching.
- Assisted in updating product lines to fit new company style guides.
- Responsible for maintaining photography studio and equipment.
- Created numerous planograms for mass merchant accounts including Circuit City and Best Buy.

Design & Technical Skills

• Concept design and development, typography, package design, corporate identity and branding, product branding and promotion, display design, advertising, information and instructional design, digital imaging and photography, illustration, and web design

Proficient with Adobe Illustrator 8 – CS3, Photoshop 5 – CS3, and InDesign CS3, QuarkXPress 4 – 6.5, Extensis Suitcase, and Apple hardware and software: G3 – G5 systems and Mac OS 8.5 – OS X (10.5).

Knowledge of Corel Draw! Suite, Adobe Flash CS3, Dreamweaver CS3, and Strata Studio 3D.

Basic web programming skills with HTML, CSS and Actionscript 3.

Education

• **Rochester Institute of Technology** • rochester, ny

MBA, Entrepreneurship coursework (part-time) • september 2005 – may 2006
Completed first year coursework of a two-year MBA program

MFA Graphic Design coursework (part-time) • december 2005 – may 2006
Graduate Typography, Graduate Systems Design

BFA, Graphic Design • september 1998 – may 2002

AAS, Industrial Design • september 1998 – may 2002