

shivanikanji

MULTIDISCIPLINARY DESIGNER | *Brand • Visual • Experience • Art Direction*

Creative designer with 10+ years of experience leading brand, campaign, and digital design initiatives across agencies and nonprofit sectors. Proven ability to integrate strategy and visual storytelling to elevate creative work and deliver memorable experiences. Adept in art direction, visual identity, brand strategy, user-centered design, and team collaboration.

📍 Jacksonville, FL | Open to relocation and remote opportunities.

shivanikanji.com

in www.linkedin.com/in/shivanikanji

✉ shivanikanji@gmail.com

📞 (904) 357-0244

📁 RELEVANT WORK EXPERIENCE

- **Marketing Social Media Manager**

Jacksonville, FL

Visit Jacksonville
May 2021 - March 2023

- Led visual direction and content design across social and digital platforms, balancing brand consistency with platform-specific storytelling
- Created original graphics, videos, and narrative-driven content to support campaigns and seasonal initiatives
- Collaborated with an external agency and internal stakeholders on a website redesign, contributing to the sitemap and content structure
- Used performance insights to refine creative direction, contributing to a 10% year-over-year increase in engagement

- **Digital Marketing Specialist**

Jacksonville, FL

Out of Dust Marketing & Communication
December 2019 - February 2021

- Supported creative execution for an agency portfolio of 8+ client accounts across nonprofit, hospitality and professional services industries
- Designed and produced digital assets across social, email, web, and paid campaigns
- Adapted visual style and messaging to different brands while maintaining clarity and consistency
- Partnered with strategy and account teams to refine concepts and meet client goals

- **Creative Coordinator**

Jacksonville Beach, FL

Beaches Emergency Assistance Ministry (BEAM)
January 2014 - November 2019

- Led digital and print design efforts, maintaining consistent branding and visual storytelling
- Redesigned the organization's website with a focus on clarity, usability, and content structure
- Supported content and campaign initiatives to grow awareness and engagement

- **Marketing/Public Relations Internship Experience**

- Florida Theatre (Jacksonville, FL) (2013)
- PDQ (Tampa, FL) (2012)
- Dalton Agency (Jacksonville, FL) (2011)

≡ CERTIFICATIONS

- Designlab UX Design Academy (January 2025)
- Google Agile Project Management (February 2024)
- Google UX Design (November 2023)

💡 SKILLS & TOOLS

- **Creative Direction & Design**
brand identity, visual storytelling/narrative design, campaign and concept development, design leadership/collaboration, user experience design (information architecture/user flows, wireframing and prototyping)
- **Digital & Visual Craft**
layout/composition, typography, video editing, design for web/digital platforms
- **Tools**
Adobe Creative Suite (Photoshop, InDesign, Premiere Pro, XD), Figma, WordPress, Squarespace
- **Language**
fluent in Gujarati (written, verbal), conversant in Spanish

♥ VOLUNTEER EXPERIENCE

- **Swaminarayan Akshardham, North America**

Robbinsville, NJ

Communications and Visitor Experience Team Manager
April 2023 - October 2023

- Volunteered full-time to support branding, communications, and visitor experience strategy for the opening of a major cultural landmark
- Led and coordinated a multidisciplinary team of 30+ volunteers, overseeing creative execution, messaging, and experience consistency
- Conducted 400+ on-camera interviews with guests and dignitaries, shaping narrative content and storytelling direction
- Contributed to visitor experience strategy through walkthroughs and observation, focusing on signage, navigation, and messaging.

- **Additional Leadership**

BAPS Swaminarayan Sanstha

- National Graphic Design Team Manager (2023 - Present)
- Branding and Communications Advisory Committee
National Coordinator (2012 - Present)
- National Video Production Manager (Virtual Programs) (2020-2023)

🎓 EDUCATION

- **Bachelor of Arts (December 2013)**

University of Tampa (Tampa, FL)
Major: Advertising/Public Relations