

SHRUTI DHAWAN

UI/UX & VISUAL DESIGNER | SENIOR CREATIVE CONSULTANT

Dehradun/Bangalore, India | +91 9945121225 | shruti.nayar@gmail.com
linkedin.com/in/shrutidhawan | www.graphicsbyshruti.in

DESIGN PHILOSOPHY

"Connecting hearts and transforming digital and physical spaces through user-centered research, intuitive UI/UX design, and elegant visual branding."

TOOLS & SOFTWARE

Figma • FigJam • AI Design Tools
• Adobe Photoshop • Adobe Illustrator • InDesign • CorelDraw
• Quark Xpress • PageMaker

CORE COMPETENCIES

- Wireframing
- UI/UX Design
- Prototyping
- User Research
- Brand Strategy
- Visual Identity
- Campaign Design
- Print & Publication
- Display Design

EDUCATION & COURSES

UI/UX Design Specialization (In Progress)

Design Thinking, Wireframing, Figma Prototyping & User Research

Bachelor of Fine Arts (BFA)

PROFESSIONAL EXPERIENCE

Design Consultant Head (India) & Creative Lead Oct 2011 - Present
Independent Practice | Clients: Infineon, Bill & Melinda Gates Foundation, Hilton, Maysons

- **Infineon Technologies:** Directing India-wide design collaterals for 5+ years, handling internal/external brand communications, digital media, and office experience spaces.
- **Bill & Melinda Gates Foundation:** Research and creative gamification design (Metamon Project) developing the interactive board game "Grihasthi" for financial literacy and savings behavior.
- **DoubleTree Suites by Hilton:** Executed end-to-end luxury branding, hoarding, promotional dining, and event graphics.
- **Maysons SJR Realty:** Formulated brand identity, corporate literature, project launch collateral (Udbhava), and marketing packages.

Manager - Creative (Sales & Marketing Division) Dec 2007 - Apr 2010
Dun & Bradstreet (D&B), Mumbai

- Conceptualized and launched "Millionaire Homes", a high-profile niche real estate and art auction event scaled across top metro cities.
- Delivered strategic design campaigns and marketing collateral for key enterprise accounts including Oracle, HP, and NVIDIA.

Art Coordinator & Gallery Manager Jan 2006 - Dec 2006
Palette Art Gallery, New Delhi

- Curated art exhibitions, managed display layouts, handled high-value art collections, and designed promotional art catalogues.

Graphic Designer - Special Features & Layouts Jul 2004 - Dec 2005
The Times of India, Lucknow

- Pioneered the layout and creative direction for the tabloid publication 'Lounge', driving strong readership and ad revenues.

Commercial/Applied Art
Delhi College of Art, Delhi
University
1st Division (1999-2003)

Class XII (Commerce)

The Army Public School, New
Delhi
1st Division (76.5%)

- Created ad innovations, city supplements, and promotional collateral for the Times Response marketing division.

Senior Visualizer

Nov 2003 - Apr 2004

Torrocks Brand Communications, New Delhi

- Designed high-impact retail campaigns and packaging for major brands including Wills Lifestyle, John Players, Tropicana, and Pepsi.

PERSONAL STRENGTHS

- Adaptability & discipline from Army background
- Passionate artist & explorer
- Cross-functional team leadership

KEY GLOBAL & INSTITUTIONAL PROJECTS

- **World Bank / AP Govt (Global Summit 2014):** End-to-end summit brand identity, web UI, and marketing collateral.
- **Swiss Re:** Designed internal corporate learning trend infographics and corporate event branding.
- **United Art Fair:** Complete outdoor/indoor branding, digital EDMs, and exhibition design for Asia's premier artist-driven fair.