

SHRUTI BALASUBRAMANIAN

Systems-minded designer specializing in UI/UX and visual identity with a strong understanding of design principles with the proven ability to create visually captivating work that conveys brand messages and usability viewpoints effectively and collaboratively.

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[Shruti Balasubramanian](#)

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PROFESSIONAL EXPERIENCE

FREELANCE GRAPHIC DESIGNER

DEC 2020-Present

- Consistently driving brand recognition and captivating target audiences through branding, logo design, and collateral development.
- Orchestrated cohesive visual brand identities and creative solutions including streamlining and creating templates for diverse clientele.
- Crafted digital and print collateral for organizations such as playschools, dance and music studios.
- Consulted with clients on campaign strategy for digital and print materials.
- Implemented data-driven UX strategies, emphasizing accessibility, usability, and SEO optimization.
- Underwent an online course in UI and Accessibility to better understand digital design foundations.
- Proficient in rapid prototyping and storyboarding using Figma.

GRADUATE RESEARCH LAB STUDENT WORKER

Maryland Institute College of Art

AUG 2022-MAY 2023

- Expertise in large-format and 3D printing, calibration & laser cutting.
- Proficient with risograph printing and contributed to equipment procurement and management.

ARCHITECTURE INTERN

RC Architecture

DEC 2019-MAR 2020

- Launched interior design projects for Google, Gurgaon.
- Coordinated with cross-functional teams to hand off assets, mocks, and specs, and improve structure sustainability and design.
- Orchestrated compelling presentations for client meetings and brainstorming sessions with key stakeholders.
- Drafted and illustrated unique designs, art direction, and brand components with the design team.
- Gained mastery of 3D rendering and drafting tools such as AutoCad, Lumion and Sketchup.
- Upheld stringent quality standards and protocols for precise measurements, illustrations, and documentation.
- Actively engaged in team meetings with engineers and researchers, addressing technical project challenges and reviewing project timelines.

ARCHITECTURE INTERN

Spacefiction Studio 2019

MAY 2019-OCT 2019

- Led client meetings for brainstorming, idea pitching, and goal setting.
- Oversaw end-to-end renovation projects, conducting in-depth material research.
- Produced original illustrations for *Archdaily*, featuring innovative architectural prototypes and concepts.
- Conducted on-site testing, maintaining high-quality standards for measurements, illustrations, and documentation.

EDUCATION

MASTERS IN GRAPHIC DESIGN

Maryland Institute College of Art

GOOGLE UX DESIGN

Jul 2023-Present

Coursera Professional Certificate

BACHELORS IN ARCHITECTURE

Chennai Academy of Architecture & Design

RECOGNITION

MERIT SCHOLARSHIP

MICA 2022-2023

BMORE ART MAGAZINE

JUL 2023

[Five Emerging Artists to watch](#): Featured

in BMore art magazine for my thesis:

The Rove of MAA

MICA GRAD SHOW

Thesis exhibition at MICA— The Rove of MAA

ANNA UNIVERSITY #8 RANK HOLDER

Achieved university ranking among 500

other colleges. Achieved rank #02 in Chennai

Academy of Architecture and Design

SKILLS

Branding and Visual Identity

Wireframing and Prototyping

UX/UI

Web Design

Figma

Adobe Creative Suite (Photoshop, InDesign,

Illustrator)

Invision

Typography

Storyboarding

Publication design

Package design

3D rendering

Procreate

Illustration

Research