

Shruti Ganesan

GRAPHIC DESIGNER

EDUCATION

MFA Graphic Design and Digital Media / Fall 2017
Academy of Art University, San Francisco, CA
BA Fashion Design / Spring 2013
Heriot Watt University, Dubai, UAE

WORK EXPERIENCE

Designer
Toaster, San Francisco, CA / May 2018–Present 2020
Designing creative assets for YouTube, including branding, marketing campaigns, email, social media, websites and presentations

Freelance UI/UX Designer
Aqui Technologies LLC, San Francisco, CA / March–April 2018
Lead the UI/UX process for an Augmented Reality start-up application, from creating wireframes to prototyping to initial visual designs

Digital Design Intern
Imomom, Richmond, CA / Dec 2016–Feb 2017
Edited lookbook photos for a luxury kidswear website, designed social media graphics and learnt the retail aspects for a startup

Assistant Fashion Designer
Fifth Avenue Retail Pvt. Ltd, Chennai, India / July–Nov 2013
Thoroughly trained and acquired experience in apparel and graphic design for womenswear, menswear and home furnishings

SKILLS

G Suite, Microsoft Office, MacOSX, Adobe Creative Cloud, InVision, Sketch, Wix, Figma

EXTRA-CURRICULARS

Participant
OpenIDEO SF, San Francisco, CA / June 2019–September 2019
Ideated ways to address homelessness in the Bay Area using design thinking and a human centred design approach

Assistant Coach
CoachArt, Oakland, CA / July 2016–July 2017
Mentored kids with chronic illness in art activities and helped with the Design Thinking Club

Representative
Stigma Busters, San Francisco, CA / June–Dec 2016
Participated in discussions on improved mental health and equality while spreading awareness at public street events

Volunteer
AIGA, San Francisco, CA / April 2015–June 2017

LANGUAGES

English, Arabic, Tamil

REFERENCES

Furnished upon request