

Shriram Rajakumar

Contact

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Education

Iowa State University, Ames, IA, USA
Bachelors of Fine Arts in Graphic Design

Experience

Thriving Home, Mumbai India 04/2024 - Present

Freelance Graphic Designer

Re branding and creating a visual identity system for the landscape architecture and organic care practice. Working closely with the founder, architects and gardeners to understand and develop a adaptable and reusable visual language.

Casegoods + Case Design, Mumbai India 11/2021 - 04/2024

Head of Communication Design

Redesigned the visual identity of the brand to contemporary standards. Took lead in creating brand assets, product and architectural photography, package design, marketing campaigns, and client presentations. Worked with the team to conceptualize and design exhibition spaces for Architectural Digest India and Studio Renn.

Launch IT Corp, Des Moines, Iowa 05/2020 - 06/2021

Graphic & UI Designer

Worked closely with software engineers to develop UI for license registration portals for the state governments of Texas and Michigan.

Skills

Strong working knowledge of :

Illustrator, Photoshop, InDesign, Premier Pro, Lightroom, Acrobat, Glyphs, Figma, Webflow, Squarespace, Cargo, Keynote, Pages.

Familiar with:

Sketchup, Rhino, Notion, Slack

Currently learning:

Blender, After Effects, Touchdesigner

Other:

Illustration, Typography, Photography, Publication, Presentation deck design

Languages

Proficient in:

Tamil, English

Currently learning:

Hindi, German