

shruti shyam

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@shruti.shyam

WORK EXPERIENCE

JAN 2022 – CURRENT

SENIOR DESIGNER

Pearlfisher, New York

- Design lead on visual identity projects for Hershey's, Fruit by the Foot, Brew Dr. Kombucha, Live Nation & Hearthsong
- Provided design oversight on project extensions for General Mills & Brew Dr. Kombucha
- Co-created a platform for junior designers to talk about design thinking and project processes

SEPT 2018 – JAN 2022

DESIGNER

Pearlfisher, New York

- Core member of the design team on rebranding projects with McDonalds, Danone, Tabasco & General Mills & HHMI Tangled Bank Studios
- Designed packaging systems for Wild Turkey, Starbucks, Nestle, Wakefern, PepsiCo, Consider Pastures & Shoprite Brands
- Designed & conceptualized brand refresh for Gregory's Coffee

2015 – 2018

GRADUATE MENTOR

Savannah College of Art & Design, Savannah

- Mentored graphic design & illustration majors
- Provided academic support to undergraduate students in Foundation courses

JUNE – AUGUST 2016

SUMMER SEMINAR INSTRUCTOR

Savannah College of Art & Design, Savannah

- Designed course curriculum for aspiring undergraduate graphic design students
- Taught poster design and typography classes to high school students

JULY 2013 – MAY 2015

COMMUNICATION DESIGNER

Lopez Design, New Delhi

- Core member of the team that designed brand identities and websites for Mercer & the Bihar Museum
- Designed print collaterals, signage & campaigns for UNICEF

JANUARY – MAY 2013

DESIGN INTERN

The Grafiosi Studio of Art + Design, New Delhi

- Conceptualized and designed poster booklets for tourists
- Created branding collaterals for Indian start-ups

EDUCATION

SEPT 2015 – MARCH 2018

M.F.A. GRAPHIC DESIGN & VISUAL EXPERIENCE

Savannah College of Art & Design, Savannah

JUNE 2009 – MAY 2013

B.DES. FASHION COMMUNICATION

National Institute of Fashion Technology, New Delhi

OUTREACH

2021, 2023

DESIGN MENTOR

D&AD, New York

Provided professional guidance to shortlisted candidates for selection into the D&AD Shift Program

JUNE 2020

SPEAKER

United World Institute of Design, New Delhi

Presented my professional journey to students enrolled in graphic design program, part of the university's 'Design Millennials' series

2017-2018

PRESIDENT GRAPHIC DESIGN CLUB

Savannah College of Art & Design, Savannah

Facilitated design thinking seminars guest speakers & collaborated with American Institute of Graphic Arts (AIGA) on workshops for students

SELECT PRESS & RECOGNITION

- [Fast Company](#), [PrintMag](#), [The Dieline](#), [Pentawards](#), [The Takeout](#), [Little Black Book](#), [2023](#) Visual rebrand for Fruit by the Foot
- [Under Consideration & Beverage Industry](#) [2023](#) Visual rebrand for Brew Dr. Kombucha
- [AdAge & GDUSA](#) [2022](#) Illustrations for Kleenex Artist Series
- [Artist collaboration](#) [2022](#) Collective Arts
- [Core77 & Pentawards](#) [2021](#) Visual rebrand for Consider Pastures
- [The Dieline](#), [Dezeen](#), [D&AD Shortlist](#) [2021](#) Global packaging rebrand for McDonalds
- [GD USA Graphic Design Award](#) [2019](#) Visual rebrand for HHMI Tangled Bank Studios
- [AIGA Fresh Grad](#) [2018](#)
- [International Forum Design Award](#) [2018 & Underconsideration](#) [2017](#) Branding for Bihar Museum