

SRUTHI NAIR

Graphic Designer

London, UK

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As a multidisciplinary designer, I approach design as a tool for storytelling, critical inquiry and cultural reflection. My experience spans brand design, signage & wayfinding, printmaking and research, with a particular focus on cultural representation in media. Skilled in collaboration, organisation, problem-solving, and an eager learner having extreme attention to detail, I thrive in dynamic environments that foster creativity and critical thinking.

Education

MA Graphic Media Design | London College of Communication | University of the Arts London

OCT 2023 – DEC 2024

BSc. Visual Communication | College of Architecture, Art & Design | American University of Sharjah

AUG 2016 – MAY 2020

Work Experiences

Communications Designer (Part-Time Contract for 3 Months) | The Cycle

JAN 2026 – PRESENT

- Designed and produced digital content across social media, newsletters, and campaign communications for a nonprofit focused on gender equity, water access, and menstrual health.
- Developed visual assets that balanced clarity, sensitivity, and impact, ensuring messaging remained accessible and culturally aware.
- Supported campaign storytelling through layout, typography, and visual consistency across platforms.
- Collaborated closely with the communications team to translate ideas into engaging, on-brand visuals within tight timelines.
- Assisted in shaping the visual direction of campaigns while maintaining consistency across touchpoints.

Production Lead | London College Of Communication | University of the Arts London

APR 2024 – JUNE 2025

- Led and supported in the production of ALWFAV (A Line Which Forms A Volume), 8th edition; an annual publication and event by MA Graphic Media Design students.
- Organised meetings, coordinating schedules and aligning tasks across teams.
- Managed supplier relationships to source materials, control budgets and implement cost-effective solutions.
- Contributed to design decisions regarding colour and layout, and developed a colour plan that optimised plate usage for lithographic printing, reducing production costs while maintaining print quality.
- Delivered the project a week early, completing all 500 copies and setting a first in the publication's history.

Junior Signage Graphic Designer | Genius Loci

DEC 2021 – DEC 2022

- Designed signage systems and graphics for luxury hospitality projects, including Ritz-Carlton and Marriott Hotels, adapting the Design Director's concept to each site's unique context.
- Assisted the Senior Designer in refining signage design during schematic and detailed design stages.
- Crafted high-impact presentations that communicated design intent and progress in line with the client's brand guidelines, combining strong visual storytelling with technical precision.

Junior Graphic Designer (3-Month FTC) | Waassta

AUG 2021 – OCT 2021

- Designed for a diverse mix of clients across F&B, education and health awareness, adapting visual language to varied audiences and brand tones.
- Developed visual identities for key projects including Talktime and Mina, translating brand concepts into cohesive designs across print, digital, and social platforms.
- Supported the Senior Designer in creating campaign direction and produce social and web content that enhanced brand storytelling and audience engagement.

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Graphic Design Intern (10-Month FTC) | KPMG Lower Gulf

SEP 2020 – JUL 2021

- Designed a range of visual assets including flyers, infographics, motion graphics, posters, social media content, email newsletters and a redesigned Code of Conduct, maintaining creativity within KPMG's global brand guidelines.
- Developed internal branding and communication materials, including the i-Refer identity for the Global Employee Referral Program, to enhance engagement and promote company initiatives.
- Created and maintained SharePoint sites and digital communications that reflected KPMG's brand values, ensuring a consistent and engaging presence across all internal platforms.
- Responsible for the onboarding and training of new interns on adhering to the company's brand guidelines.