



ABOUT ME

Love for stories

I find many ways to tell them, pitch them and I am always looking for them everywhere.

Love creating magic

Illustrator, Photoshop, Indesign
Procreate, Microsoft Office,
Animate, Sketch, SparkAR, Unity

I can speak 6 languages

English, Japanese, Hindi
Kannada, Konkani, Tamil

EDUCATION

Savannah College of Art and Design

Master of Arts in Advertising, Atlanta
August 2020, GPA - 4.0

M.O.P Vaishnav College

Bachelor of Science, Visual Communication
Chennai, India, April 2014

AWARDS

SCAD Academic and Achievement Honors

Won 2 IDA awards for design, 2020
for 'Ad-campaign' and 'Package Design'

Won 2 Red Dot Awards, 2020
for 'Ad-campaign' and 'Package Design'

Won 10 Atlanta ADDY Awards, 2020 & '21
across branding, campaigns and illustration

Freshworks Star Employee, 2017 & '18

Won Freshworks Internal Hackathon, 2018

Talk your way to Japan, 2015

AZ Ranjit Award for excellence, 2014

General Proficiency, 2014

I graduated top of my class

Best Internship, 2014

PORTFOLIO

Portfolio: www.shruthivee.com

Contact: 4702632447

Email: mailshruthiv@gmail.com

PUBLICATIONS

Illustrated and art directed two publications

API-First World, The Graphic Novel, 2021

The story how and why the API-first world is coming to be.
A must-have for every API-enthusiast's bookshelf.

API-First Transformation, 2022

Written for business and technology leaders looking to
achieve API-first transformations within their organizations.

WORK EXPERIENCE

Postman Inc

Design Lead (Oct 2021 - Present)

Senior visual designer (Sep 2020 - Sep 2021)

Cambridge, MA, The United States of America

- Leading brand efforts and designing a scalable branding and illustration system in product and marketing through illustrations, graphics, animations.
- Working closely with leadership team in brand positioning efforts

SCAD Student Success Assistant and SCAD museum docent (2020)

Atlanta, The United States of America

- Worked as a liaison between students and staff at the SCAD student success center by coordinating with financial and academic advisor's schedules.
- Told stories about art exhibits to the public at the SCAD Fashion Museum of Fashion+Film

Freshworks Inc (2015-2019)

Senior Graphic Designer

Chennai, India

- Created marketing collaterals for all Freshworks public relations campaigns in San Francisco and Berlin.
- Rebranded Freshdesk to Freshworks Inc. in 2017. This included logos, websites, and all marketing collateral.
- Coordinated with global offices to create design assets for Freshworks events in the US, UK, Australia, and Berlin.
- Created mascots, explainer videos, and 50+ blog covers.
- Managed designs for the Freshworks Instagram account.
- Designed and illustrated pitch decks for the CEO, CMO, and other leaders to present at events.

Brand New Creatives (2014-2015)

Illustrator and Graphic Designer

Chennai, India

- Managed 'Brand New Creatives' social media accounts.
- Illustrated and Animated video content for Ads.