

# SHRUTI JOSHI

BRAND & AUTOMOTIVE DESIGN



## ABOUT ME

Transportation Designer by training and passion, I hail from Jaipur, India. With emphasis on answering the 'why' for each brief, I like to develop the complete user experience with immersive story telling.

## EDUCATION

**ISD, RUBIKA**

Masters' in Transportation Design  
and Management

## SKILLS

Mobility and Industrial Design  
Brand Building  
Design Strategy  
Graphic Design  
Digital Marketing  
Research and Analysis  
Illustrations

## CONTACT

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## EXPERIENCE

**DECODE AGE, INDIA**  
BRAND MANAGER

- Worked on the Brand Revamp, new logo, guidelines and carry through across all visual touchpoints, digital and physical.
- New product strategy, packaging and user experience.

**A HUMAN CREATIVE**

- **MAVE HEALTH** Ad Campaigns for Digital Platforms
- **HASHMINT** Pitch Deck and Brand Edit
- **MAVE HEALTH** Industrial Design for primary concept of TDCS device. Research.
- **DUNNRITE GROUPAGE** Design Thinking and Research, Pitch decks and website support.
- **SAMAH** Ad Campaigns for Digital Platforms

**OLA ELECTRIC, INDIA**  
CREATIVE DESIGNER

- Transportation Design
- Design Thinking and Research.
- Concept Strategy and Design for S1X

**ADB GLOBAL SALES, SPAIN**  
INDUSTRIAL DESIGNER

- Worked on creating concepts of a redesign for the Front Facia of the DAF XF
- Designed client pitch presentations

**STUDIO FIFI, INDIA**  
INDUSTRIAL DESIGNER

- Space design for cafe and restaurant spaces and stores
- Furniture and product design for the parent studio

