



SWETHA M



Creative strategist with a Master's in Strategic Design Management and 2+ years of diverse experience in service design, brand storytelling, and project planning. I specialize in building systems, content strategies, and experiences that are both human-centered and culturally rooted. Passionate about traditional crafts, design research, and cross-functional collaboration.

WORK EXPERIENCE

Experience designer

Life in frame photography

04/2025- Present

- Led the creation of a service design blueprint for the luxury event decor vertical at Life in Frame, aligning touchpoints across customer journey stages. Strategized and roadmap-planned brand positioning and go-to-market execution for the upcoming year.

Service designer & design coordinator

Eat drink and party

03/2024- 03/2025

- Executed 30+ luxury weddings and events, managing teams, timelines, vendors and artisans.
- Conducted design audits to identify operational inefficiencies and recommend scalable solutions. Built internal knowledge libraries and streamlined workflows.
- Managed timelines and team communications for multi-locational wedding projects.

Service designer intern

Shell

09/2023-02/2024

- Created a research-backed communication and efficiency framework for Experience design team.
- Conducted interviews and usability testing to develop a scalable qualitative resource.

Experience designer

The Skinlanguage

2019-2022

- Built a community of 1,500+ followers; collaborated with 20+ skincare brands. Produced 100+ pieces of content, managing product styling, branding, and digital outreach.

Business strategist (Freelance)

Life in frame photography

08/2022-08/2024

- Developed brand positioning and a cohesive digital strategy, increasing Instagram reach by 5x.
- Led business development through internal process structuring and market research. Scaled video content viewership to over 1.5M views through targeted storytelling.

Design Strategist Intern

Unilever

07/2023- 08/2023

- Researched and presented communication strategies to communicate Unilever's NDPE policy for its palm based products to the end consumers.

Architectural Intern

Shripal and Venkat Architects

10/2019- 10/2020

- Assisted in design and visualization for commercial, residential, and hospitality projects.

EDUCATION

M.Des - Strategic design management

National Institute of Design

B.Arch - Architecture

Anna University, MSOA

INDUSTRY- ACADEMIA PROJECTS

Promotion strategies for Gujarati Movie "Shubh yatra"

Worked on innovative movie promotion strategies for the movie Shubh yatra by National award winning director Manish Saini, with executable budget friendly strategies.

Organizational Design - eSec Security consultants

Studying existing business environment, identifying areas of improvement, key business opportunity, provision of a strategic roadmap for future.

VOLUNTEERING

Karpi NGO, Chennai

Conducted Art workshops for kids in shelters and orphanages

AID India NGO, Chennai

Conducted toy and book collection drives in apartments as a part of Eureka toy drive for kids in tribal and marginalized communities

TOOLS

Figma | Miro | Canva | Adobe PS & AI | MS Office Suite

LANGUAGES

English,Hindi,Tamil

SKILLS

- Design Research & Trend Mapping
- Project & Stakeholder Management
- Branding & Social Media Strategy
- Communication Systems & Process Design
- Content Creation (Visual + Copy)