

# Shruti Karthikeyan

## GRAPHIC DESIGNER | ILLUSTRATOR | UX/UI DESIGNER

Experienced graphic designer crafting strategic, high-impact brand identities and translating complex ideas into clear, memorable visuals that drive engagement and business success.

### EXPERIENCE

#### Visual Designer - Cocoa Passion Artisanal Chocolates

February 2025 - Present

- Designed luxury chocolate packaging and established cohesive brand assets and guidelines for marketing materials.
- Developed and designed the website, creating an optimized user experience to strengthen the brand's online presence.
- Designed product labeling and provided strategic creative direction to position and expand the brand in the luxury chocolate market.

#### Digital & Marketing Design Assistant - Heights Merchants Association

May 2024 - September 2024

- Designed and animated digital ads for social media platforms (Instagram, Facebook) and bus advertisements to promote local events.
- Created promotional materials, including posters, brochures, signage, maps, and layouts for community events such as Hats Off Day, Halloween, and Lunar New Year, ensuring brand consistency.
- Developed the annual report for the Annual General Meeting, including TV screen ads, infographics, and supporting marketing campaigns.

#### Freelance Designer

September 2021 - Present

- Collaborated with the Student Affairs Department at CapU to design and illustrate a large collaborative colouring sheet mural.
- Designed logos, websites, YouTube banners, templates, portraits, invitations, and icons for various clients' personal and business needs.

#### Contributing Illustrator - Capilano Courier

September 2022 - Present

- Created illustrations under tight deadlines for magazine articles and collaborated with staff to generate ideas with conceptual depth.

#### Event & Brand Photographer

May 2023 - Present

- Captured event photography for Capilano University's Faculty and Student Research Symposium and the Langley Rib Festival, featuring live band performances.
- Conducted portrait sessions for individual clients with a focus on personality, mood, and natural expression.
- Delivered brand-aligned photography for small business clients, including styled product shoots and visual content for digital marketing.

Portfolio: [shrutikarthikeyan.com](https://shrutikarthikeyan.com)

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### EDUCATION

September 2021 - April 2025

#### IDEA School of Design, Bachelor of Design in Visual Communication,

Capilano University,  
North Vancouver, BC.

- Dean's List x 8, Merit's List x 2.
- Branding Concentration.

### PROGRAMS

Adobe InDesign  
Adobe Illustrator  
Adobe Photoshop  
Adobe After Effects  
Adobe Premiere Pro  
Figma  
WordPress  
HTML/CSS  
MS Office  
Google Suite  
Procreate

### SKILLS

Graphic Design  
Branding  
Art Direction  
Illustration  
Creative Strategy  
Motion Design  
User Interface Design  
User Experience Design  
Wireframing & Prototyping  
Photography  
Video Production and Editing  
Email Marketing  
AI-Driven Design Tools

### AWARDS

CAPIC Rodeo 16 2nd Place Illustration  
CAPIC Rodeo 16 Top 10 Illustration  
CAPIC Rodeo 16 Top 10 Illustration