

SRUSHTI DHOBLEY

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ABOUT ME

As a budding designer, I believe in the process and approach of design thinking towards problem solving. Design is a sensory perception, analysis and creation process for me. I'm always learning and evolving as a result of my constant exposure to the ever-changing environment. I can contribute to the organization by maintaining a positive attitude towards my job and the people around me.

EDUCATION

MIT Avantika University, Ujjain July 2020 - July 2024
Bachelors in Design (B.des), Visual Communication CGPA - 8.4 / 10

Relevant Coursework : Communication theory and media study, advance digital tools, user interface, Psychology and user experience design, interaction design, packaging and publication design, information visualisation, photography, creative and critical thinking, design methodologies, environmental graphics, creative visualisation, design management and professional practices, animation, entrepreneurship, system design

G.H. Raisoni Vidya Niketan, Nagpur 2017 - 2019
Higher Secondary Education Percentage - 75%

Bhavan's B.P. Vidya Mandir, Nagpur 2006 - 2017
Secondary Education CGPA - 8.6 / 10

SKILLSET

Professional: User Research, Typography, Photography, Packaging, Interaction Design, Digital Marketing

Softwares: Adobe photoshop, illustrator, figma, after effects, indesign, premiere pro

Certified Courses: Web & mobile design (udemy) January 2025

Introduction to UI / UX (Infosys Springboard) April 2023

Languages: English (proficient), Hindi (fluent), Marathi (native)

POSITION OF RESPONSIBILITY

The Minimalist, Design Agency August 2024 - November 2024
Role- Visual Designer (Full-time)

To shape the visual aspects of the brand, Study design briefs and determine requirements, Conceptualize visuals based on requirements, Present ideas, Use the appropriate colors and layouts for each graphic, Work with copywriters and creative director to produce final design, Test graphics across various media, Amend designs after feedback, Ensure final graphics and layouts are visually appealing and on-brand

Out and Out Design studio January 2024 - May 2024
Role- Visual Communication Designer (internship)

Offering a wide range of design solutions, specialising in branding and packaging. Working closely with client needs on corporate identity, editorial design, UI / UX, space graphics and illustrations.

The Souled Store April 2023 - June 2023
Role- Visual Communication Designer (internship)

A homegrown youth casual-wear brand, where I was responsible for designing creatives for fastest growing assets - offline retail stores. Adapt at packaging design and continuously make enhancements by giving creative inputs. Keen to follow latest design trends in visual, digital and user interface with an excellent eye for typography and layout. Advanced approach in digital tools like photoshop and illustrator.

MakersAdda, AlagAngle Community Art Centre June 2019 - June 2020

EXTRA CURRICULAR ACTIVITIES

The Weave Magazine July 2021 - January 2023
Role- Design and marketing member

A student-led quarterly publication from MIT-ID Ujjain, which aims to integrate the worlds of students and corporates, by sharing ideas and experiences of working professionals and aspirants with a community of students, educators and leaders in the domain of design + engineering.

Toastmasters July 2021 - March 2022

Developed communication and leadership skills.

