



Krutika Shah

Communication designer

CURRENT LOCATION

Mumbai, Maharashtra, India.

DESIGN COMPETENCY

User Experience Design
UI & Interaction Design
Graphic Design
Brand Identity design
Typography & Type Design
Editorial & Print Design

TOOLS



Adobe Certified Associate in
Photoshop and Illustrator

PORTFOLIO

www.krutikashah.com

CONTACT

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REFERENCES

On request

INDUSTRY EXPERIENCE

Accenture Interactive — Senior User Experience Design Analyst (Promoted in June 2021)

July 2019 - Present | Bangalore & Mumbai, India

- Worked on an end-to-end revamp of Accenture's internal web portal.
- Conducted user interviews, stakeholder Design Thinking workshops, usability tests, along with creating user journey, ideation, improved information architecture, wireframes and visual design system.
- Collaboratively worked with Fjord Lisbon team on an application dashboard.

Mota Italic — Type Design Intern

August 2018 - October 2018 | Mumbai, India

- Assisted on refining the design of 'Collections' typeface by drawing letterforms, refining existing characters on Glyphs software.

Please See// — Creative Design Intern

December 2017 - July 2018 | Mumbai, India

- Worked on brands like The Bombay Canteen, Lykos, Parle-G and Cin Cin.
- Designed extensive collaterals for hospitality and corporate brands.
- Main project was a cocktail book design on the theme of Talkies of Bombay involving research, ideation, design and production responsibilities.

Base 501 — Graphic Design Intern

June 2017 - July 2017 | Mumbai, India

- Worked with corporate clients like Jal Infrastructures and Hotel Entree on branding and logo design projects.
- Designed a 250+ pages annual report for Intuit, Singapore.

EDUCATION & CERTIFICATION

Pearl Academy — Bachelor of Arts (honours) in Communication Design

2015 - 2019 | Mumbai, India

- Merit Scholarship (highest performer) recipient for 2016, 2017, 2018.
- Academic Excellence Award & Most Outstanding Graduation Project 2019.

Alliance Française De Bombay — French Language (DELF A1, A2, B1, B2)

2012 - 2014 | Mumbai, India

St. Xavier's College — Higher Secondary School Certificate in Humanities

2012- 2014 | Mumbai, India

J. B. Vachha High School — SSC Board

Graduated in 2012 | Mumbai, India

RECOGNITION, AWARDS & LEADERSHIP

- **Mentee** at Alphabettes Mentorship Program for Type Design, 2020
- **Best Experiential Space Design Award** at Pune Design Festival, 2019
- **Visual Design Finalist** at Taiwan International Student Design Competition, 2019
- **Three packaging design projects** featured on *Packaging Of The World*, 2019
- **Adobe Certified Associate World Championship National Finalist**, 2017
- **Best Logo Design Award** for Hands of Hope Foundation, 2016
- **Exchange participant** at AIESEC Sri Lanka-Colombo North, 2016
- **Art Facilitator and Fundraising Volunteer** for Cuddles Foundation, 2015
- **Artist Head** of the first Project MAD wall painting event at Mumbai, 2014
- **Exchange Student** at the Notre Dame De Tilloye in Compiègne, France in 2013