



SHRUTI GANU

USER EXPERIENCE DESIGNER

CONTACT

- +91 9833193977
- ganu.a.shruti@gmail.com
- Mumbai
- shrutiganu.com

EDUCATION

2007 - 2011

MUMBAI UNIVERSITY

- Bachelor of Applied Arts

2006 - 2007

MUMBAI UNIVERSITY

- HSC - Board of Maharashtra

2005

MUMBAI UNIVERSITY

- SCC- Board of Maharashtra

SKILLS

- Project Management
- Public Relations
- Teamwork
- Time Management
- Effective Communication
- Critical Thinking
- Leadership

LANGUAGES

- English (Fluent)
- Hindi
- Marathi

ABOUT ME

Creatively driven and deeply rooted in education, with over 13 years of expertise in graphic design and UX/UI. Created engaging designs across finance, fashion, and marketing applications. As a creative professional, coordinated between departments ensuring effective communication. Strong interpersonal skills combined with proficiency in written and verbal communication allow me to work seamlessly within teams. Additionally, I have experience of managing client relations and negotiations, ensuring successful partnerships. With a strong track record of delivering results, I am dedicated to creating designs that captivate audiences and drive business growth

WORK EXPERIENCE

IBM 2021 - PRESENT

UX | UI

Clients worked on - YONO SBI & Mahindra Finance

- Currently spearheading the design of a comprehensive financial application for Mahindra Finance, enabling users to seamlessly access loans, invest in Fixed Deposits, Mutual Funds, and more, under one unified platform.
- Successfully led the UX design lifecycle for YONO SBI, including conceptualising and delivering the UPI functionality "YONO for Every Indian", used by millions across India
- Contributed to and expanded design pattern libraries for scalable and reusable components.
- Worked closely with technology teams to implement adaptive and responsive design solutions using cutting-edge web technologies.

Sparkt Pvt 2016 - 2019

Creative Lead & UI Design

Clients worked on - Star Plus, Piramal Foundation, U cypher by MTV and many more

- Led the creation of all brand communication designs, ensuring alignment with the brand's identity and business goals.
- Played an active role in brainstorming innovative ideas for campaigns, driving user engagement through impactful visual storytelling.
- Collaborated with cross-functional teams to conceptualize and execute photoshoots and digital assets that added significant value to the brand's presence.

ACHIEVEMENTS

Kyoorius Creative Awards

Category:
User Experience Design (UX)
under Digital Design and Craft

Year: 2016


INTERESTS

 Adventure sports


 Music

 Comedy movie Fan

 Foodie

 Health enthusiast

 Travel

 Tabel tennis

 Cooking

 Introvert and Extrovert

WORK EXPERIENCE

Glitch PVT LTD 2014 - 2016

Art Director & UI Design

Clients worked on - Lakme , Tresseme, Nutella, HUL's FMCG Brands

- Partnered with the copy team to envision, create, and conceive impactful designs, ensuring cohesive messaging and visual storytelling.
- Successfully led and directed a team of 5 graphic artists, mentoring and guiding them to deliver high-quality design outputs.
- Fostered a collaborative environment that encouraged creativity and alignment with project objectives.

Dentsu Webchutney 2013 - 2014

Graphic Designer

Clients worked on - Star health, Google, Mastercard etc

- Created innovative designs for Social media collaterals, enhancing visual appeal and messaging consistency.
- Collaborated with the creative team to design and produce artwork for marketing and promotional campaigns, ensuring alignment with brand objectives.
- Contributed to the success of high-impact campaigns, strengthening client relationships and brand visibility.

Flying Cursor 2011 - 2013

Junior Designer

Clients worked on - Bisleri, Standard Chartered, Lil flea etc.

- Translated complex subject matter into concrete, impactful designs for newsletters, promotional materials, and sales collateral, ensuring clarity and engagement.
- Developed cohesive design themes and graphics for digital platforms and corporate websites, enhancing user experiences and maintaining brand consistency.

REFERENCE

Sheldon D'Souza

Co-founder (Sparkt), Currently
working Group M Taiwan

 +886 979581986

 Sheldon.is.online@gmail.com

Tanuja Khetwal

Via Webchutney, Currently working as
Music Marketing Lead Spotify

 +91 916705 58375

 tanujakhetwal@gmail.com

Parag Gandhi

Co-founder
Flying cursor

 +91 9867303540

 parag@flyingcursor.in