Shruti Agrawal

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Experience

Digital Designer / Product Designer

6 years experience leading multiple projects on in-house product teams, enterprise, consumer and freelance. Evolved experiences and brand for design systems, interactions, and accessibility.

*currently available for hourly freelance design work for web, product roles emphasizing brand. Let's chat. ;

Freelance | '23-present

Brand identity and web design for non-profits and small businesses, with digital and print deliverables.

Tripadvisor | '21-'22

Redesigned a web app that enables hoteliers and restauranters to manage business reviews, content and analytics globally. Drove design system growth, ideation, execution & documentation.

Microsoft | '19-'21

Crafted an intuitive UI/UX experience for machine learning models built on Microsoft Sharepoint sites. Adapted AI+ML branding for smart templates that archive millions of paper documents.

Chase | '18-'19

Made designs for investing tools and education-based articles for consumers to trade and build portfolios online and learn about investing. Focused on research.

Quadrant2 | '17-'18

Designed a safety-focused app for undocumented migrants with the American Civil Liberties Union.

Smart Design / Sprinklr | '16-17

Produced design assets for cars, news, and social CMS.

Education

The New School / Pratt / NYU ITP | '24

Accepted to Masters in Design with merit scholarships, could not complete because of leave.

Design Lab / School of Visual Arts | '16

Continued education in graphic design and UX/UI.

University of Pennsylvania | '15

Bachelor of Arts, visual studies and digital design.

Skills

Figma, Illustrator, Sketch, After Effects, Premiere Pro

References available upon request.