

## Rutu Shah Dholakia

### Graphic Designer

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## EXPERIENCE

### Aasai

*Brand Designer*  
Ahmedabad, India  
2024

Conceptualized and developed cohesive brand identities, including logos, typography, color palettes, and visual systems, ensuring alignment with company values and target audience.

### Savannah College of Art and Design

*Foundation Studies Aide*  
Atlanta, Georgia  
2024

Actively contribute to various facets of departmental operations from artwork displays to documenting student work and seamless execution of exhibitions and workshops. Produced artwork label designs, flyers for open studio sessions

### Deloitte x ScadPro

*UX Designer*  
Atlanta, Georgia  
2023

Deloitte collaborated with SCAD to develop concepts on the hypergrowth initiatives for public transit including incentives offered, increasing ridership, rider interaction with the surrounding environment, and end-to-end digital experience.

### D2 Interior Design

*Interior Designer*  
Dubai, U.A.E  
2021-2022

Managed design development and technical drawings, coordinated supplier orders, and produced elevations, shop drawings, 3D models, and renderings for Palm Jumeirah luxury villas

### Speaking Papers

*Junior Graphic Designer*  
Ahmedabad, India  
2020-2021

Worked on logo design, branding, social media design, marketing collateral, packaging design, catalog and presentation deck design

### JPA Design

*Interior Design Intern*  
Dubai, U.A.E  
2019-2020

Worked on Centara Mirage Beach Resort Project in Dubai in collaboration with Nakheel. Contributed to ideation, sketching, shop drawings, material selection, site visits, and supplier coordination

### HCP Interior Design

*Interior Design Intern*  
Ahmedabad, U.A.E  
2019

Designed and presented concepts via mood boards and presentations. Prepared fire maintenance documents, maintenance files and detailed technical drawings

### Hirsch Bedner Associates

*Interior Design Intern*  
Dubai, U.A.E  
2019

Managed diverse design tasks like technical drawing, material selection, FF&E specification, and supplier coordination for prestigious projects like Four Seasons Hotel (Riyadh), luxury villas in Dubai and Great Scotland Yard Hotel by Hyatt

## EDUCATION

### Savannah College of Art and Design

Master of Arts in Graphic Design and Visual Experience  
Atlanta, Georgia

### Manipal Academy of Higher Education

Bachelor's in Interior Design  
Dubai, U.A.E

## CERTIFICATES

### Lextant Design Research and Insight Translation

Savannah College of Art and Design  
2022

### Lighting Design Course

Light Func. LLC.  
2017

### Fit-out Joinery Course

Al Noon Interior Design LLC.  
2016

## DESIGN SKILLS

Branding  
UX/UI  
Packaging Design  
Copywriting  
Typography  
Illustration

## DESIGN METHODOLOGIES

User Journeys  
Empathy Maps  
User Personas  
Prototyping  
Wireframing  
Usability Testing

## SOFTWARE SKILLS

Illustrator  
InDesign  
Photoshop  
Adobe After Effects  
AutoCAD  
Figma  
Figjam  
Miro  
Revit  
Sketchup  
Specsource

## LANGUAGES

English  
Hindi  
Gujarati