

SHRUTI BHIWANDIWALA

Graphic Designer, Cross-Disciplinary Artist, Writer

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EXPERIENCE —

- Senior Designer | Acumen Fund**
Promoted from Graphic Designer in January 2021 • Mumbai, India • November 2018 - Present
 - Lead design on social and fundraising campaigns for the global Acumen brand • Responsible for website look and feel, including oversight of UX/UI and management of external website design vendor • Provide guidance on website redesign and work as liaison with the development vendor • Develop the visual theme and design branded collateral for Acumen events • Support strategy work on brand management • Provide design support for all Acumen offices across the globe • Produce and update internal branded collateral
- Marketing & Communications Specialist | Boston University School of Mechanical Engineering**
Boston, USA • September 2017 - March 2018
 - Set up and maintained various social media channels for the department to assist with growing the department's online presence • Provided media support for the department with news portals such as BU Today and BU Research • Developed communications strategies for events and admissions • Managed departmental website • Wrote stories and faculty/student features • Coordinated with freelancers and retailers for merchandise and outsourced marketing deliverables
- Intern and Consultant | Boston University School of Social Work**
Boston, USA • March 2016 - August 2017
 - Developed content and provided design support for the school's website redesign project • Reworked the design of the Center for Innovation in Social Work & Health (CISWH) website • Curated and managed content for the school's social media pages • Designed marketing and communication deliverables for various BUSSW departments • Analyzed social media impact for some BUSSW digital platforms using Google Analytics and in-site analytics tools • Wrote and edited content for the Fall 2016 issue of *Currents*, BUSSW's bi-annual magazine
- Editorial Consultant | Leadstart Publishing**
Mumbai, India • January 2015 - July 2015
 - Edited manuscripts, proofread typeset books, and communicated with prospective authors to assist with the publishing process • Edited, proofread, generated the cover concept, and provided the layout for the book *Gunshot Victims Unit* with Leadstart Publishing • Designed book covers and provided illustrations for various Wordit and Leadstart publications • Adapted a screenplay into a novel

EDUCATION —

- MS in Advertising**
Boston University • Boston, USA
- MA in English Literature**
Mithibai College • Mumbai, India
- Bachelor of Mass Media (Major: Advertising)**
Usha Pravin Gandhi College of Management • Mumbai, India

KEY SKILLS —

- Graphic Design** ★★★★★
- Illustration** ★★★★★
- Content Management** ★★★★★
- UI/UX** ★★★★★

OUTSIDE THE BOX —

- Completed a **Fundamentals in Interaction Design** course from **The New School** in **November, 2020** • Currently running an art collective called *Stale Rumours* with three other Mumbai-based artists • Volunteered with **Gaysi Family**, an LGBTQ+ collective based in Mumbai • Served as a Copywriter, and later, as the Vice President of Copy for Boston University's in-house student-run full-service advertising agency, **AdLab**
- Managed writers and wrote stories as a Senior Editor for Boston University's Communication department's news portal, **COMMunicator**
- Mentored first-year students for Usha Pravin Gandhi College of Management's (UPGCM) Mentorship Program

AREAS OF INTEREST —

- Mental Health • Queer Rights • Body Neutrality • Diversity and Inclusion • Accessibility