

# Sai Smrithi

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I am an architect turned product and visual designer with a strong inclination towards learning, understanding and implementing everyday aspects of design to make a positive impact on people's lives and this world.

I specialise in user centric digital design, crafting brand identities and researching emerging trends and changing mindsets. I love working closely with people, and am always eager to learn and adapt in order to provide meaningful results. I thrive in high powered situations, and look to make genuine relationships with my team.

## Skills

### Design Software

Adobe XD | Figma | Adobe Photoshop  
Adobe Illustrator | Procreate | Balsamiq

### Prototyping Tools

Figma | Protopie | Invision

### Development Platforms

Webflow | Editor X | Framer

### 3D Modelling

Sketchup | Revit | Blender

### Quantitative

Interaction and Product Design |  
Market and User Research | Branding |  
Design Strategy Development |  
Wireframing | Data Visualisation

### Languages

English | Tamil | Hindi

## Professional Experience

### Co-Founder

*Absinthe & Cadaver • Aug 2021 - Present*

- Illustrated and designed various flat portraits.
- Worked on branding projects for small business'.
- Illustrated pop-culture stickers.
- Direct interaction with customers.

### Senior Correspondent

*The Guindy Times • Mar 2019 - Jun 2020*

- Designed posters, promotional content and print media for the official media body of Anna University.
- Part of a mentoring programme for aspiring junior designers aimed at teaching principles of design along with softwares such as Adobe Photoshop.

### Architectural Intern

*Lavanya & Shankar Architects • Dec 2019 - Apr 2020*

- Worked on various projects involving schematic, and working drawings, representational renders and design detailing.
- Took part in client and vendor meetings.
- Worked on advertisement brochures for the firm.

## Education

### Bachelor of Architecture

*School of Architecture and Planning • 2016-2021*

Awarded: Amongst the Top 10 rank holders | Designs displayed at the Chennai Architecture Foundation Exhibition | Featured in the Annual Magazine

## Certificates

### Visual Elements of User Interface Design, UX Design Fundamentals

*CalArts • Coursera • 2021 - 2022*

### UI/UX Design

*Internshala 2022*