shruti kembhavi

art director | brand strategy
communication design

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location Milan (open to relocation)
portfolio **linkedin**

Art Director and Communication Designer with **6+ years of experience across brand strategy, luxury, editorial, digital communication and creative direction**. Experienced in translating business, audience and cultural insights into strategic creative concepts, brand identities, **campaigns and multichannel experiences.** Looking to continue developing brand-led creative work at the **intersection of strategy, art direction and design,** creating distinctive ideas and experiences for brands with **cultural and commercial impact.**

professional experience

Digital Designer
Deutsche Telekom Design & Customer Experience |
Milan | June 2026 - Present
Support Service Design and Growth Strategy for an **award-winning SaaS platform,** focusing on user experience and platform adoption.

Translate user needs, business objectives and platform insights into **user-centred creative and digital solutions**. Identify **opportunities for experience improvement** through user research, **insight synthesis and cross-functional collaboration.**

Deputy Art Editor
Livingetc India | Malayala Manorama |
Mumbai | October 2023 - August 2025
Led the art direction and visual design for **15+ luxury lifestyle print issues** reaching **2M+ readers**, translating editorial and commercial briefs into cohesive concepts.

Led the **transition from print to a multichannel digital brand experience**, overseeing web design while maintaining brand consistency across print, digital and social touchpoints.

Developed and managed **ATL and BTL communication, creative concepts, content strategies and visual communication** for editorial, digital, social and Pan-India event campaigns.

Managed **social media and digital content strategies,** using audience insights to support readership growth of 100K+.

Senior Graphic Designer
Condé Nast Traveller India |
Mumbai, India | September 2022 - August 2023
Developed **visual concepts and communication systems** for the quarterly travel and luxury print publications, developing **concepts aligned with the global brand identity.**

Contributed to the **Asia Special Issue as part of the "World Made Local" initiative** within an international creative framework.

Maintained visual consistency across **print, digital and social media channels.**

Collaborated with editorial, marketing and creative teams to translate **briefs into effective communication.** Used audience insights and platform requirements to inform visual solutions.

Executive Visual Designer
Chumbak Designs |
Bangalore, India | July 2021 - September 2022
Developed **brand and visual communication solutions** across product development, e-commerce, digital marketing and campaign communication.

Collaborated with design, finance and marketing stakeholders to **align strategy, messaging and execution across campaigns.**

Used audience performance, website analytics and regional market **insights to inform consumer behaviour** and communication strategies across product categories.

Freelance Visual Designer
The Love Triangle |
Pune, India | July 2019 - January 2021
Worked with **30+ clients** on design requirements to successfully kickstart their businesses.

core capabilities

Brand & strategy
Brand Strategy | Brand Identity | Brand Development | Consumer Analysis | Target Segmentation | Benchmarking | User-Centred Design | Service Design | ATL / BTL Marketing

Art direction & creative
Art Direction | Creative Direction | Creative Concept Development | Visual Storytelling | Campaign Design | Editorial Design | Content Development

Digital & communication
Digital Communication | Multichannel Communication | Social Media Strategies | Content Strategy | Web Design | E-commerce | UX/UI | Copywriting

Collaboration
Client Relations | Stakeholder Management | Cross-functional Collaboration | Creative Presentations | Project Management | Problem Solving

education

Poli.Design, Politecnico di Milano | Specialising Master, Strategic Design
October 2025 - Present (To be completed in Jan 2027)
➔ Relevant Modules: Brand & Business Strategy, Data-Driven Design, Service Design, Project Management, Innovation Management, Intercultural Design, Innovation Sprints

MIT Institute of Design | B.Des Visual Communication
2017 - 2021 | *Graduated First Class with Distinction | 8.11 GPA*
➔ Thesis: Campaign Design and Marketing Plan for a new beauty line

recognition

Packaging of the World | May 2020

certificates

Google Analytics for Beginners | August 2021

skills

Languages
English | Fluent Hindi | Fluent Italian | A2

Design & prototyping
Adobe Creative Suite | Figma | Canva

Ai & creative technology
Generative AI | AI-Assisted Creative Development

Digital & analytics
Google Analytics

Strategy & collaboration
Microsoft Office | Miro | Kumu.io | Presentation Development Tools | Workshop Facilitation | Research Methodologies

*I hereby give consent for my data included in the curriculum vitae in accordance to Regulation of the European Parliament 679/2016 and to the Legislative Decree of 30 June 2003, n.196