

# CURRICULUM VITAE

## Kruti Saraiya

### ABOUT

Kruti Saraiya is a graphic designer/ typographer based in Mumbai. The focus of her practice has been to allow for a contemporary Indian design narrative to emerge to fill the gap between mtv kitsch and traditional Indian crafts. As a typographer, she sees her role in infusing context into letters and bringing the written word alive. Her strengths lie in working with scripts of Indian languages to create an equal space for them alongside English in urban India. Her commercial and experimental work celebrates the Indian aesthetic in a fusion of east and west. 'The key', she says, 'is to change our mindset from an either-or to an AND.'

### TEACHING EXPERIENCE

#### **Srishti School of Art, Design and Technology, Bangalore, India - 2009-2014 - Visiting Faculty**

Conducted courses on Basic, Advanced & Experimental Typography, Branding and Packaging Design for Visual Communication students. Conducted courses on Creative Thinking and Art Appreciation for Foundation students.

#### **Indian School of Design and Innovation (ISDI), Mumbai, India - 2014-2017 - Visiting Faculty**

Conducted courses on Basic, Advanced & Experimental Typography, Branding and Packaging Design for Visual Communication students.

#### **Ecole Intuit, Mumbai, India - 2014-2017 - Visiting Faculty**

Conducted courses on Basic and Advanced Typography for Visual Communication students.

#### **Startup School India (Riidl), Mumbai, India - 2018-2019 - Visiting Faculty**

Conducted courses on Branding and Human Centric design.

#### **Somaiya School of Design, Mumbai, India - 2021-current - Program Consultant**

Part of a panel to review the curriculum and mentor to the students for the recently launched program

### WORK EXPERIENCE

She has worked with Rabia Gupta Designs, Mumbai and as a design consultant with several organisations like Impressario Hospitality, The Living and Learning Design Museum, Sava, Break of Dawn etc.

Her portfolio includes branding, packaging, editorial, digital and exhibition design across verticals. Her client list includes Westland Publishing, Sula Wines, Rujuta Diwekar, Melange, Sava, Hard Rock Café, Samira Rathod Design Associates, Process Work Online, Art South Asia Project to name a few.

### MORE

She graduated from the London College of Printing. She has been a speaker at the Indian Design Forum – IDF 2013 in Mumbai, a conference exploring 'Design as a Global agent for social development' in Amsterdam, the Behance Portfolio Review in Surat, the #Redefine conference by CII IWN MP in Bhopal and a panelist at the 'Smart Cities, Art Cities' summit, Mumbai and the 'Museums and the City' talk at NGMA, Mumbai.

She has conducted several Typography workshops – 'Familiar/Unfamiliar' online workshop for The Useful & Beautiful project, UK, 'k,kh,g- Explorations with Text as Art' online workshop for Jehangir Nicholson Art Foundation, 'What's Your Type' and 'Spirit of Ink' at Dr. Bhau Daji Lad Museum, Type Talk at Design Day, to list a few. She was also a part of the core team to set up Design Museum Dharavi (2016) as the creative co-ordinator. She co-curated and designed the exhibit 'Past Continuous- a celebration of fashion stories'.

Her work has also been published in International design magazines like Creative Review (UK) and Visible Language (USA) and the online magazine – Desi Creative. She has also been interviewed for a podcast on Audiogyan about 'Language and Typography'. She has exhibited in a group show 'Pushpa Patha: The Flower Trail' in gallery BMB, Mumbai and at the 3rd International Graphic Biennial of the Islamic World, Iran.

She has attended a year-long modular course in Psychoanalytic Observational studies at the Psychoanalytic Therapy & Research Centre (PTRC), Mumbai, the Winter Intensive at the Process Work Institute, Portland and a Diploma course in Narrative Practices.

**She currently has an independent design practice, conducts design and typography lectures and workshops and is pursuing a Masters degree in Process Oriented Facilitation and Conflict Studies.**

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