

CURRICULUM VITAE

Kruti Saraiya

ABOUT

Kruti Saraiya is an independent graphic designer/ brand consultant based in Mumbai. The focus of her practice has been to allow for a seamless integration of indigenous ideas into a contemporary design narrative. Her strength lies in drawing out personal stories and crafting them into contextual brand communication. Sustainability, social change, education, indigenous crafts, art & design are some of the areas that she feels most connected to and would love to do more work that contributes to creating a more equal world.

WORK EXPERIENCE

She started her career with Rabia Gupta Designs, Mumbai and has worked 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. She has worked with brands across India, UK, Denmark, Sweden and USA.

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, Vishwa Shroff, Rangoonwala Foundation to name a few.

TEACHING EXPERIENCE

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

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

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

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

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

Whistling Woods International, Mumbai, India - 2022-current - Visiting Faculty

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 course in Psychoanalytic Observational studies at PTRC, Mumbai, a Diploma course in Narrative Practices and has recently completed a Masters in Process Oriented Facilitation and Conflict Studies at the Process Work Institute, Portland.

She currently has an independent design practice, conducts design and typography lectures & workshops. She also has a private practise as a process oriented facilitator for individuals and groups.
