

Shruti Dhuria

Co Founder at Devolv Studio

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Professional Summary

An entrepreneur with 5 years in business leadership and Communication design. Experienced in all aspects of business formation, operation, finance, and management. Visionary knowledge for Communication product development and business analysis. Effective communicator and motivator. Proven ability to create high-functioning teams by establishing a positive culture of accountability, teamwork, collaboration and channel performance.

Skills

- Strong command of business and management principles as they pertain to development, resource allocation, production methods, and leading others.
- Deep Communication design knowledge to understand the marketing perspective.
- Experienced in Branding, UI/ UX, Communication Design.
- Motivated team player with excellent public speaking ability and oral, written, and interpersonal communication.
- Efficient knowledge of software and tools like Adobe Creative Suite.
- Team management and project management skills

Work Experience

Co Founder and CEO June 2013 – present

- **Founded Graphic design studio - Devolv Studio** specialized in Branding , UI/UX and communication design Studio, currently working in hospitality, Education, IT, Manufacturing, FMCG, NGO sectors.
- Worked with more than 20+ industry domains
- Worked as a business development and communication consultant for Edterra, Dalberg and BTPL Pvt. Ltd.
- Conducted workshops for startups and young entrepreneurs at Springboard- Gurugram and Noida.
- Experience of set up and making 3 offices operational.

Business Development Consultant in Design

- Direct all organizational operations, policies, and objectives to maximize productivity and returns.
- Analyzed complex scenarios and used creative problem-solving to turn challenges into profitable opportunities.
- Interview, appoint, train, and assign responsibilities to department managers.
- Monitor cost-effectiveness of operations using quantitative data, offering feedback and where necessary
- Coordinate and approve budgets for product development, marketing, overhead, and growth.

Education

- **Bachelors in Fashion Communication**
(NIFT Kangra, Himachal Pradesh)

August 2009 -
June 2014

- **Senior Secondary**
(Holy Child School Ghaziabad)

June 2006

Achievements

- Founded Design Studio - Devolv Studio.
- Worked with more than 1000+ clients and companies
- Got work published in Creative Gaga Magazine , Design Kyoorious annual book 2017
- Worked as a marketing strategist with Nasscom, FAT , CYC.
- Worked with team members to mentor and grow their knowledge and skill sets to improve overall experience for clients, vendors and other teams within Devolv Studio.
- Ran multiple team projects and served as main contact for projects across company.

Hobbies

- Discussing current trends and solutions in Design
- Thinking progressive business ideas
- Reading in free time on topics like design process
- Travelling to explore the various cultures, food and language
- Discussing current trends and solutions in Design
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Strengths

- Strong business growth approach
- Learning new aspects of designing quickly as per changing market.
- Understanding minute details and complexity of organisation structure and solving them by system development.