

# stuthi vasudevan

# design director.

stuthivasudevan@gmail.com

current work  
experience

## Fosite Co.

### Design Director

January 2022 - Present

Fosite is a brand experience design studio, crafting emotionally compelling atmospheres & spaces. We specialize in spatial design, environmental graphics, interactive artworks, art installations, way-finding, signages & integrated, branding-first interiors. Our approach takes inspiration from the brand, its people, regional flavors, and a global narrative to create an immersive space through art, design & content.

Concept, storytelling, art direction and design of a range of 2D visuals, 3D, and interactive installations for various clients.

*Key Clients: LinkedIn, Meta, Amazon, IBM, Stripe, Atlassian*

### Creative Lead

April 2020 - December 2021

## Independent Collaborations

### x Talented Agency

Commissioned art for a poster serving as a commemorative memento for the Founder's induction to Ad Age's Global 40 under 40 list.

### x Art Fervour

Branding designer and collaborator.

### x The Big Red Group

Ivy League Mentor, Ivy Early Entrepreneur Program June 2022 and Jan 2023.

## Honors

### Executive Jury Member

The Gerety Awards

May 2023

### Jury Member / Design

The Ad Club One Show Abby Awards

May 2023

### Admissions Panel - MICA CCC

Mudra Institute of Communications, Ahmedabad

Crafting Creative Communication Programme

March 2023

recent work  
experience

**Freelance Designer**

**Self Employed**

*January 2020 - December 2021*

Visual Designer at TheOnlyThing - a collective of creative professionals joining forces on innovative passion projects and client-led projects.

Freelance collaborator with TBWA\ India.

Spatial Designer for Fireside Ventures  
Graphics, Installations Signage and Frosting for the Fireside Ventures Bangalore office space.

Design consultant at George P. Johnson, Bangalore.  
Interior design, Branding and Graphics for the Bangalore headquarters (Roughly 10,000 sq.ft.) of George P. Johnson, India.

Brand designer, strategist, content writer for startups and small businesses.

awards

**Shortlist, ADC Awards Issued by Art Director's Club 2022  
with Fosite Co.**

Shortlisted for the 101st ADC Awards / Spatial and Environmental Design for the LinkedIn office in Bangalore.

**India's Best Design Studio, IBDA 2022  
with Fosite Co.**

Winner of India's Best Design Studio for India's Best Design Awards, 2022 initiated by DesignIndia Magazine.

**Blue Elephant, Kyoorius Design Awards 2021  
with Fosite Co.**

Awarded for Spatial and Environmental Design for the LinkedIn office in Bangalore.

**Baby Elephant and In-Book Winner, Kyoorius Design Awards 2021  
with TheOnlyThing**

Awarded for Digital Design for the website:  
theonlythingyoueverreallyneedtoknow.com

features

**DesignYatra**

**Campaign India**

**Best Media Info**

**Weapon: Press Release**

**Indian Creative Women: Medium**

**Indian Creative Women: Instagram**

past work  
experience

**Enterspace Design Lab**

**Creative Lead**

*November 2018 - November 2019*

Spatial design and environmental graphics - concept, design and execution.

**Senior Designer**

*August 2017 - October 2018*

**Srishti Fine Jewelry, Bangalore**

**Branding & Communication Designer, Part-time**

*March 2018 - March 2019*

Branding, Identity, Collaterals, and Social Media content for a family-run fine jewelry store in the heart of Bangalore.

**Sideways Consulting**

**Junior Designer**

*November 2015 - April 2017*

*Key Clients: Borosil, Big Bazaar, Imagica, Disney, Secret Temptation*

Young Spikes Asia: Shortlisted into the top 10 entries from the country.

**Clap Global**

**Graphic Designer & Illustrator, Freelance**

*October 2015 - July 2016*

Clap Global is a platform that connects travellers from different countries with Indian school students, to foster a greater sense of tolerance and acceptance in children by exposing them to diversity at a young age.

**70 Event Media Group**

**Visual Designer - India Bike Week / January 2015 - June 2015**

**TBWA\ India**

**Art Intern / April 2014 - July 2014**

Case films for two Cannes Lions submissions by the agency  
+ various client projects

education

**National Institute of Design, Ahmedabad**

**Bachelor's Degree in Design (Graphic Design) / 2011-2016**