



Product Designer /  
Visual Designer

# SHREELEKHA LAKSHMIPATHY

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## PORTFOLIO

**[www.shreelekhalakshmipathy.com](http://www.shreelekhalakshmipathy.com)**  
**[www.beatrootco.com](http://www.beatrootco.com)**

## AWARDS

Lexus Design Award, India 2020  
India's Best Design Award (IBDA) 2020  
Elle Deco International Design Award 2019

## FEATURES

### **Design Anthology Asia**

Issue 34 | Products Dossier - Beatroot Co

### **Architectural Digest India**

Nov Dec 2022 | More Than a Chair

### **Living etc India**

Dec 2022 | Trending - Whats That Chair

Aug 2023 | Mindful meets Modern

### **Elle Decor India**

Aug Sep 2022 | Tell me its that chair without telling me its That chair

Dec 2022 | 10 Designer mugs that will make you very happy

### **Design Pataki India**

Oct 2024 | The New wave of Indian Craftsmanship

July 2022 | 10 pieces that can pack a strong visual punch

### **Homegrown India**

Sept 2023 | Beatroot Co Brings Form, Function and Distinct charm to Home Decor

### **Stir Pad**

June 2023 | Beatroot Co Abstracts Indian architectural motifs into modern furniture

### **India Today Home**

July 2022 | Crafting a Legacy - Names to Know

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## EXPERIENCE

### ○ Founder / Creative Director

#### BeatRoot Co

2018 – Present

As the Founder of Beatroot Co., I built the company from the ground up, shaping it into an award-winning lifestyle design firm in India. My role encompassed:

##### **Establishing the Vision & Strategy**

Defined the company's design philosophy, business direction, and long-term growth strategy, ensuring a balance between innovation, market relevance, and cultural storytelling.

##### **Creative Direction & Product Development**

Led the conceptualization and execution of unique design narratives, collaborating closely with craft clusters, manufacturing units, and independent artisans to bring ideas to life.

##### **Vendor & Artisan Collaborations**

Built strong partnerships with diverse stakeholders, bridging traditional craftsmanship with contemporary design sensibilities while ensuring ethical and sustainable practices.

##### **Team Building & Leadership**

Assembled and mentored a talented team, fostering a collaborative work culture that encourages creativity, experimentation, and excellence.

##### **Business Development & Market Positioning**

Developed brand positioning strategies, identified growth opportunities, and expanded the firm's reach within the design and lifestyle sectors.

##### **Operations & Scaling**

Managed the transition from a founder-driven studio to a self-sustaining business, ensuring seamless workflows, financial stability, and continued innovation.

With Beatroot Co. now running independently, I am able to focus on broader creative leadership and new opportunities within the design and trends space.

### ○ Founder / Visual Designer

#### Cucumber Co

2020 – Present

As a Visual Designer, I established the studio with a forward-thinking approach, envisioning it as a dynamic space for brand identity and visual storytelling. My role has encompassed:

##### **Founding & Vision Development**

Laid the groundwork for Cucumber Co. as an independent design studio with the future potential to scale, focusing on bold, strategic, and visually compelling brand identities.

##### **Brand Identity & Visual Design**

Worked individually as a designer, conceptualizing and executing brand systems, logos, packaging, and digital assets tailored to diverse industries.

##### **Client Collaboration & Strategy**

Engaged directly with clients, understanding their vision, challenges, and business goals to craft brand identities that resonate with their audience.

##### **Creative Problem-Solving**

Translated abstract ideas into impactful visual narratives, ensuring that every design choice aligned with both aesthetics and functionality.

##### **Studio Development & Growth Planning**

Built a strong design foundation with the long-term goal of expanding into a full-fledged studio, setting the stage for future collaborations and scaling opportunities.

Cucumber Co. remains an evolving creative outlet, allowing me to refine my expertise in branding, storytelling, and client engagement while setting the groundwork for a larger design practice.

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## EXPERIENCE

### Senior Architect

#### Dot architecture and Design Studio

2016 – 2017

As an Architect at Dot Designs, my role involved a balance of creative design, project management, and client engagement, ensuring seamless execution of interior spaces. My responsibilities included:

##### Interior Design & Architectural Planning

Led the design process for various interior projects, translating concepts into functional and aesthetically compelling spaces.

##### Client Interaction & Project Coordination

Worked closely with clients to understand their vision, requirements, and budgets, ensuring that design solutions aligned with their expectations.

##### Team Management & Collaboration

Supervised and coordinated with designers, contractors, and vendors to streamline workflows and ensure smooth project execution.

##### Site Supervision & Execution Oversight

Monitored on-site progress, addressed design challenges in real-time, and ensured high-quality finishes and detailing.

##### Material & Vendor Management

Researched and sourced materials, collaborated with suppliers, and maintained quality control throughout the design process.

This experience strengthened my ability to merge creativity with practicality, managing projects from concept to completion while balancing design integrity with execution efficiency.

### Product Designer

#### KHAMIR

2015

As a Designer at Khamir, a platform dedicated to the crafts, heritage, and cultural ecology of the Kachchh region in Gujarat, I collaborated with the Reha artisan cluster to develop alternative brass products. My role involved:

##### Design Development & Innovation

Worked closely with artisans to explore contemporary product ideas in brass, ensuring the designs aligned with market trends while respecting traditional craftsmanship.

##### Market Research & Trend Analysis

Conducted research to identify design opportunities that balanced aesthetic appeal with functionality and commercial viability.

##### Prototyping & Product Refinement

Engaged in hands-on prototyping, refining designs to meet production capabilities while maintaining the authenticity of the craft.

##### Artisan Collaboration & Training

Facilitated skill development by introducing new design techniques and supporting artisans in adapting their craft for broader market appeal.

This experience deepened my understanding of cultural storytelling through design, while reinforcing the value of merging traditional techniques with contemporary aesthetics.

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## EDUCATION ○

### **MDes, Industrial and Product Design**

Indian Institute of Technology, Bombay, India

2014 - 2016

### **BArch, Architecture**

School of Architecture and Planning (SAP), Chennai, India

2008 - 2013

## SOFTWARES ○

### **Graphic Design**

Adobe Creative Suite - Photoshop, Illustrator, Indesign

### **2D Design**

Autodesk Autocad

### **3D Modelling and Rendering**

Google Sketchup

Lumion Keyshot

## SOFT SKILLS ○

### **Creative & Design Skills**

Conceptual Thinking | Visual Storytelling | Aesthetic Sensibility | Design Strategy | Trend Awareness

### **Communication & Collaboration**

Client Engagement & Relationship Building | Effective Presentation Skills  
Team Leadership & Mentorship | Cross-Cultural Collaboration  
Active Listening

### **Problem-Solving & Innovation**

Creative Problem-Solving | Adaptability & Flexibility | Balancing Creativity with Practicality | Decision-Making Under Pressure | Conflict Resolution

### **Project & Time Management**

Multi-Project Coordination | Deadline Management | Attention to Detail  
Strategic Planning | Prioritization Skills

### **Business & Brand Understanding**

Entrepreneurial Mindset | Customer-Centric Design Thinking  
Market Insight & Research | Balancing Artistic Vision with Business Goals  
Identifying Growth Opportunities