



# SHRIJAYA BHADURI

Hi, I'm Shrijaya. I'm a business designer bridging the gap between creative strategy and commercial execution to shape, build, and scale high-performance ventures.

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[Portfolio](#)

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## WORK EXPERIENCE

### FINDO - Business Designer (Oct 2025 - Present)

- **Venture Architecture & Development:** Architect, engineer and ship custom web platforms via Lovable, deploying core digital products, brand ecosystems and social media engines for early-stage ventures.
- **Capital Raising & Rebranding:** Execute comprehensive corporate rebrands and design strategic investor pitch decks that directly secure multi-million euro (€2.5M+) seed funding rounds, delivering scalable brand toolkits for engineering handoffs.
- **Growth & SEO Optimization:** Lead technical SEO migrations and infrastructure overhauls that systematically protect historical search equity, accelerate organic traffic velocity by 100% and double inbound acquisition metrics within 6 months.

### Independent Business Design Consultant (Jan 2023 - Feb 2025)

- **Brand Strategy & Capital Mobilization:** Partnered with early-stage founders to engineer premium brand architectures and high-impact investor decks, successfully securing €1M+ in early-stage venture funding.
- **Visual Identity & Storytelling:** Developed a cohesive brand identity system and crafted an illustrative storytelling framework, designing custom character assets and narrative web elements.

### The Minimalist - Design Associate (Jan 2022 - Dec 2022)

- **Multinational Brand Architecture:** Created comprehensive brand identity systems, packaging designs and social media engines for multinational corporations across the Fintech, Healthcare, Tobacco, Education and Supply Chain sectors.
- **Creative Leadership & Operations:** Led and mentored a team of design interns, establishing structured creative workflows that optimized cross-departmental project execution and delivery timelines.

## VENTURES

### Arkdash- Co-founder & Growth Lead (Oct 2024 - Sept 2025)

Co-founded a B2B networking and matchmaking platform for Belgian event-industry stakeholders; built the comprehensive business model, brand identity and interactive prototype while validating the go-to-market strategy through direct discovery with major national festivals.

## EDUCATION

MSc in Sustainable Innovation & Entrepreneurship,  
Antwerp Management School (2024 - 2025)

Grade: Great Distinction

B.Des Communication Design,  
Symbiosis Institute of Design (2024 - 2025)

## TOOLS & SKILLS

### TOOLS:

Adobe Illustrator, Photoshop, Indesign, Figma, Lovable, Claude, Procreate, Google Slides, Excel

### SKILLS:

Venture Architecture, Branding, Strategy, No-code infrastructure, Investor Decks, Technical SEO