

aatreysi singh

Graphic Designer

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Education

Savannah College of Art and Design Savannah, GA 2023–2025

- Bachelor of Fine Arts (B.F.A.) in Graphic Design
- Dean's List 4.0 GPA
- Expected Graduation Date: August 2025

Polimoda Florence, Italy 2020–2022

- Associate's Degree in Fashion Styling

Work Experience

Mattel, Inc. El Segundo, CA Jun–Aug 2024

Packaging Design Intern

- Designed visually compelling packaging and brand assets for iconic franchises including Hot Wheels and Thomas & Friends, balancing innovation with global brand consistency
- Explored logo directions and visual identity concepts to support brand evolution across packaging and shaped the direction of early-stage storytelling and design strategy
- Created high-fidelity composite packaging layouts for upcoming product cycles, ensuring production-ready accuracy and alignment with strategic marketing goals

SCAD Merchandise Savannah, GA 2023–Present

Graphic Designer and Visual Merchandise

- Developed a wide range of branded merchandise from concept to launch across apparel, accessories, drinkware, stationery, collectibles, novelty items, and plush goods, with 25+ products produced and sold through 8+ retail channels
- Crafted custom brand assets such as vector graphics, illustrations, patterns, and typography for product lines, tailored to a diverse audience of over 15,000+ students and for four distinct campus identities across the U.S. and Europe

Beyondesign Mumbai, India Jul–Oct 2021

Communication Design Intern

- Produced cohesive digital and print deliverables for the world's strongest hotel brand, Taj Hotels, for select properties across its 250+ global locations
- Spearheaded development of unique brand identities, comprehensive brand guidelines, and packaging concepts for businesses across diverse industries

Volunteering & Leadership

CoMotion, 2024 Savannah, GA Nov–Mar 2024

Graphic Designer, Branding Team

- Contributed to the visual identity of the world's largest student-run motion media showcase through the design of the program brochure, posters, and digital assets such as title card styleframes, as part of the team recognized with the Red Dot: Best of the Best award.

American Institute of Graphic Arts SCAD Savannah, GA 2024–Present

Treasurer and Graphic Designer

- Managed finances and budgeting, and supported hands-on events that fostered skill-building and professional development for students in the graphic design department

Deloitte x SCADpro Savannah, GA Jan–Mar 2024

Lead Graphic Designer

- Collaborated with a multidisciplinary team of UI/UX and service designers to develop the concept for a social impact platform, designed custom iconography, conducted UX research, and assisted prototyping lo-fi and high-fi wireframes

Achievements

Red Dot Design Award

Best of the Best 2024
Junior Brand Communication
Branding Team, CoMotion 2024

SCAD 2023–2025

Academic Honors Scholarship
Achievement Honors Scholarship
International Honors Scholarship

ShowUsYourType

Digital Publication, 2023
International Design Showcase

Software Skills

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe After Effects
Adobe Premiere Pro
Figma
Framer
Procreate
MS Office Suite
AI Generative Tools
Womp 3D

Design Skills

Brand Identity Design
Packaging Design
Typography
Editorial Design
Motion Media
Illustration
Art Direction
UI/UX Design
Advertising
Apparel Graphics