

Aatreyi Singh

GRAPHIC AND VISUAL DESIGNER

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EDUCATION

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

- B.F.A. in Graphic Design, Dean's List 4.0 GPA
- SCAD Academic & Achievement Honors Scholarship
- Expected Graduation Date: August 2025

Polimoda Florence, Italy 2020-2022

- Associate Degree in Fashion Styling

WORK EXPERIENCE

Mattel, Inc. El Segundo, CA JUN-AUG 2024

Packaging Design Intern

- Worked on iconic brands like Hot Wheels and Thomas & Friends to create visually compelling designs and packaging strategies that ensure consistency and innovation
- Engaged in comprehensive logo explorations and helped shape visual brand identity concepts
- Developed detailed composite packaging layouts for multiple upcoming product cycles

CoMotion 2024 Savannah, GA NOV-MAR 2024

Graphic Designer, Branding Team

- Contributed to the brand identity for the world's largest annual student-run motion media design conference held at the Savannah College of Art and Design
- Created 'Design for Motion' graphics and formed a visual design system for a suite of digital and print deliverables like title cards, trifold program brochure, and event posters

SCAD Merchandise Savannah, GA 2023-PRESENT

Graphic Designer and Visual Merchandise

- Created a diverse range of branded merchandise products like apparel, accessories, drinkware, stationery, collectibles, novelty gifts, and plush goods
- Designed custom vector graphics, illustrations, patterns, and experimental typography for product lines across all four SCAD campuses

Beyondesign Mumbai, India JUL-OCT 2021

Communication Design Intern

- Designed diverse print and digital collateral for Taj Hotels and IHCL Ltd.'s hospitality subsidiaries
- Developed unique brand logos, visual identities, comprehensive brand guidelines, and packaging for both established and emerging business ventures

SCAD American Institute of Graphic Arts Savannah, GA 2024-PRESENT

Treasurer & Designer

- Contributed to SCAD's student chapter of AIGA by managing the club's finances, budgeting, and expense tracking for club activities and crafted promotional posters for workshop events

Deloitte x SCADpro Savannah, GA JAN-MAR 2024

Lead Graphic Designer

- Led the graphic design team, collaborating with UI/UX and Service Designers to create custom iconography and graphic elements for an interactive platform focused on social impact
- Conducted market research, including user interviews, surveys, journey mapping, and persona development, and created lo-fi and hi-fi prototypes for the interactive web platform

SOFTWARE

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe AfterEffects
Adobe Premiere Pro
Adobe Dimensions
Adobe XD
Procreate
Figma
MS Office Suite
Womp 3D

DESIGN SKILLS

Brand Identity Design
Packaging Design
Typography
UI/UX Design
Motion Media
Editorial Design
Apparel Design
Digital Design
Illustration
Art Direction
Web Design
Copywriting
Creative Design

SOFT SKILLS

Team Collaboration
Detail Orientated
Quick Learning
Interdisciplinary
Critical Thinking
Time Management
Storytelling
Research