

# AISHWARYA CHARI

Curious, creative, and always ready to explore new ideas, I work where design, storytelling, and experimentation come together. My projects bring visual narratives, playful typography, and everyday objects to life, with an eye for detail and a love for clear, thoughtful design. Currently based in Baltimore, I'm always evolving and pushing my work to be conceptually strong, meaningful, and full of energy.

INSTAGRAM

EMAIL

WEBSITE

LINKEDIN

## Experience

### MARYLAND INSTITUTE COLLEGE OF ART

Graduate Teaching Internship  
Graduate LetterPress  
2025 | Baltimore

Graduate Letterpress Instruction - Curriculum & Studio Support - Letterpress Techniques & Typography - Print Production Guidance - Student Feedback & Critiques - Press & Materials Maintenance - Lesson & Project Collaboration

### BEANLY COFFEE

Senior Graphic Designer  
2022 - 2024 | Dehi

Design System Development - Brand Identity & Guidelines - Packaging Design Leadership - Digital Advertising - Amazon A+ Content Creation - E-commerce Visual Strategy - Iconography Optimization - Client & Stakeholder Management - Cross-Functional Collaboration - Brand Authenticity

### MYMUSE

Part-Time Designer  
2022 | Mumbai

Design Directory Management - Cohesive Packaging Systems - Brand Language Refinement - Design Experimentation & Implementation - User Study Leadership - Product Development Research - Data-Driven Design Decisions

### SLEEPY OWL COFFEE

Full Time Designer  
2021 - 2022 | Delhi

Campaign Leadership - Concept-to-Execution - Festive Campaigns (Christmas & Diwali) - Design System & Template Development - Multi-Channel Asset Creation - Amazon A+ Content - Packaging Design - New Product Launches - Key Art Development

### EUREKA MOMENTS

Graphic Design Intern  
2021 | Mumbai

Book Design & Illustration - Catalogue Crafting - Environmental Graphics - Experience Center Design - Cross-Functional Collaboration - Award-Winning Team Contributor (Transform Asia Award & BDA

### CLAY STUDIO

Design Intern  
2019 | Mumbai

User Experience (UX) Audit - Digital Asset Design (Web & Social) - Iconography - App Design - Design System Consistency

## Tools

InDesign  
Illustrator  
Photoshop  
Figma  
After Effects  
Premiere Pro  
Cavalry  
Blender  
Procreate

## Education

Maryland Institue College of Art  
MFA in Graphic Design | 2026

Indian Institute of Technology  
User experience and Innovation  
PG Certification | 2024

MAEER'S Institute of Design  
B.des in Graphic Design | 2021