

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 I 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 I Delhi

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 I 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 I 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 I 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 I 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
Cavaly
Blender
Procreate

Education

Maryland Institute College of Art
MFA in Graphic Design I 2026

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

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