AISHWARYA CHARI

Driven by curiosity and a passion for creative boundaries, I thrive where design, storytelling, and experimentation meet. My work explores visual narratives, typography, and reimagined objects with a keen eye for detail and strategic clarity. Based in Baltimore, I continue to evolve, creating conceptually rich and impactful work.

@actobering
achari@mica.edu
actobering@gmail.com
+1(646) 702 7042

aishwaryachari.com

Education

**Maryland Institue
College of Art, Baltimore**
Graphic Design MFA
Aug 2024 - May 2026

**Indian Institute of
Technology, Hyderabad**
UI UX Post Graduate
Aug 2023 - Jan 2024

**MAEER'S Institute
of Design, Pune**
Bachelor of Design
in Graphic Design
July 2017 - April 2021

Expertise

Proficiency in:
Figma, InDesign, Illustrator, Photoshop, XD, Firefly, Acrobat, After Effects, Premiere Pro, Pages, Media Encoder, Cavalry

Familiar with:
Midjourney, Blender, Procreate

Skills:
Art Direction, brand identity, photography, packaging design, campaign design, publication design, book design, research, presentation deck, brand strategy and marketing, UI/UX, typography, social media, motion design and data visualization

Language

English	Hindi	Marathi	Konkani
Fluent	Native	Native	Native

Experience

**Senior Graphic Designer
Beanly Coffee**
Dec 2022 - Jan 2024
Delhi, India

Created a cohesive design system and brand guidebook for Beanly to strengthen its identity. Designed product advertisements, refreshed the Amazon A+ gallery, and optimized the icon gallery for multi-platform use. Led the packaging redesign for Dibs, resolving client approval challenges for airline partnerships while ensuring broader market appeal and brand authenticity.

**Part-Time Designer
MyMuse Sexual Wellness**
Jun 2022 - Nov 2024
Mumbai, India

Managed the design directory and developed cohesive packaging systems for Mymuse, refining its brand language through experimentation and implementation. Led user studies and research for the couples' diary, ensuring accuracy and thoughtful design decisions.

**Full Time Designer
Sleepy Owl Coffee**
Sept 2021 - Apr 2022
Delhi, India

Led the design of festive campaigns like Christmas and Diwali from concept to execution, building design systems and templates for Amazon A+, emailers, social media posts, packaging, adverts, and handouts. Designed packaging for 7–8 new flavor launches and instant coffee kits, including key assets for their new instant coffee product and flavor kit series.

**Graphic Design Intern
Eureka Moments**
Jan 2021 - Jun 2021
Mumbai, India

Started as an intern and transitioned to a full-time role at EuMo, where I worked alongside exceptional professionals on diverse projects. I contributed to the fully illustrated and designed CAM Coffee Table Book 21-22, crafted catalogues for esteemed organizations, and created impactful graphics for Manipal University's "Destination Manipal, Jaipur" Experience Center. Our team's efforts were honored with the Transform Asia Award for Best Brand Experience and BDA's Best Design Project recognition.

**Design Intern
Clay Strategy and Studio**
April 2019 - Jul 2019
Mumbai, India

Conducted a user audit for Fan Code's app and designed banner assets for their website and Facebook. Created iconography for Dream 11's "Fancode" app, ensuring a consistent design system throughout.