

# Aatreyi Singh

## GRAPHIC DESIGNER

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## EDUCATION

### Savannah College of Art and Design Savannah, GA 2023-PRESENT

- B.F.A. in Graphic Design, Dean's List 4.0 GPA  
Expected graduation June 2025

### Polimoda Florence, Italy 2020-2022

- Associate Degree in Fashion Styling

## WORK EXPERIENCE

### Deloitte x SCADpro Savannah, GA 2024-PRESENT

#### Team Leader and Lead Graphic Designer

- Leading an eight member team in a 10-week collaborative course project with Deloitte, focusing on the creation of concepts for an interactive web and mobile based platform for integrating social impact into the onboarding process
- Conducting primary and secondary market research, user interviews, surveys, journey mapping, personas, strategically guiding concept development, and designing the 10-week course book

### SCAD Merchandise Savannah, GA 2023-PRESENT

#### Graphic Designer and Visual Merchandise

- Designing products and their graphics for a diversified range of SCAD-branded merchandise like apparels, sports uniforms, promotional items, and novelty gifts

### CoMotion 2024 Savannah, GA 2023-PRESENT

#### Graphic Designer, Branding Team

- Engaged in the creation of 'Design for Motion' graphics for the motion media conference and conceptualized the template for title card designs; designed logo vectorization, and a suite of print deliverables including the trifold program brochure and event posters

### Beyondesign Mumbai, India JUL-OCT 2021

#### Communication Design Intern

- Conceptualized and developed a diversified series of collateral designs for various hospitality subsidiaries of Indian Hotels Company Limited, South Asia's largest hospitality enterprise
- Formed distinct visual brand identities, brand logos, and brand collaterals for a big variety of established and emerging business ventures

## PROJECTS

- Crafted a typographical calendar inspired by the Italian art movement Futurism which featured expressive layouts and abstract compositions as a playful twist on traditional calendars
- Designed a travel postcard for *Show Us Your Type 'Toronto Edition'* which is also featured and exhibited online on their website and social media platform
- Produced a modern branding identity for a tea brand with the intent to contemporize a slowly dying feature of Indian heritage and increase appeal amongst younger generations
- Created a unique visual brand identity and editorial design for a sustainable fashion and beauty magazine with a Mumbai-based fashion stylist and art director

## SOFTWARE SKILLS

Adobe Illustrator  
Adobe Photoshop  
Adobe InDesign  
Adobe AfterEffects  
Adobe Premiere Pro  
Google Workspace  
MS Office

## DESIGN SKILLS

Brand Identity  
Typography  
Editorial  
Packaging Design  
Print & Digital Design  
Motion Media  
Illustration  
Art Direction  
Web Design  
Lenstudio Filters  
Digital 3D Fashion

## SOFT SKILLS

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

## LANGUAGES

English  
Hindi