



Umang Ahluwalia
Graphic Designer

WORK ↓
umangahluwalia.com

CONTACT ↓
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EXPERIENCE

Teaching Assistant
ArtCenter College of Design
Los Angeles, CA

09.2024–Present
Assist Professor Brad Bartlett with his Type 5: Transmedia class. Facilitate group and individual critiques, with a focus on typographic concepts, print, digital and spatial media. Provide students with resources to help concept and strategy ideation for visual identities of cultural institutions.

Founder
A² Studios
Los Angeles, CA

09.2020–Present
Independent design practice providing branding, art direction and identity systems for clients in industries such as music, fashion, tech, outdoor recreation and bedding. Working with design studios to strategize and create implementations of projects across design and production. Conduct thorough interviews along with research to tell stories and convey relevant solutions.

Lead Designer
BANDS
Los Angeles, CA

09.2023–09.2024
Established and crafted the visual brand strategy for a music fintech startup, aligning it with the company's mission and values. Ensured visual cohesion across media from digital to packaging. Collaborated closely with marketing and engineering teams to translate concepts into engaging visuals that resonated up and coming musicians worldwide.

Design Intern
ELLA
Los Angeles, CA

05.2023–08.2023
Collaborated with studio founders in creating visual directions for exhibition graphics and publications. Assisted the production of publications including *KAOS Theory: The Afrokosmic Ark of Ben Caldwell* (AIGA 50 Books 50 Covers Winner) and *Whitney Biennial 2024*. Led creative direction of merchandise for Art + Practice's 10 Year Anniversary.

Graphic Design Intern
Mortis Studio
San Diego, CA

06.2021–09.2021
Created visual identity materials across media types focusing on typography, motion graphics and image making. Prepared and presented pitch decks of info graphics of market data and research, to inform the design process, production and outcomes.

EDUCATION

September 2022–Present
**Candidate for a Master of Fine Arts
in Graphic Design**
ArtCenter College of Design
Pasadena, CA

September 2020–August 2022
Bachelor of Arts in Design
University of California, Davis
Davis, CA

EXPERTISE

Strong working knowledge of
InDesign, Photoshop, Illustrator, Figma,
MadMapper, Keynote, Midjourney,
Basecamp, Slack, Notion

Familiar With
After Effects, p5.js, Processing, Cargo,
Blender, Glyphs

Areas of Focus
Brand Identity, editorial, cross media
design, generative design, research and
strategy, curation

RECOGNITION

ArtCenter Student Gallery
January 2023–Present
List Arts Center (identity)
ARCH Lab (identity)
KCRW (identity)
M_RG (identity and strategy)
Sci-Fi LA (identity and booklet)
Mitosis (typeface)
Arktos (poster series)