

# Devina Sarawgi

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## Graphic Designer

Driven by an insatiable "how" and "why," my childlike curiosity fuels my passion for design, I bring adaptability and empathy to every project, crafting vibrant narratives that resonate universally. A recent graduate, but a forever student, I find my power in storytelling.

### EXPERIENCE

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#### Purgatory Pie Press

Jun 2023 – Aug 2023

Summer Intern • Brooklyn, New York, United States

- Designed and executed bookbinding, folding, and stitching techniques, ultimately streamlining the bookmaking process.
- Assisted with hands-on work -setting pieces of metal and wood type at the letterpress studio, ensuring high-quality design production and timely project delivery.
- Participated in public events, helped with setup, and interacted with the public in a professional manner, resulting in positive visitor engagement and feedback from attendees.

#### BluFeather Clothing Solutions

Jun 2021 – Aug 2021

Freelance Graphic Designer • Mumbai, India

- Redesigned the BluFeather website by giving it a more contemporary brand standard to reach a more global audience, and worked in close collaboration with the owners and their social media team.
- Generated new ideas for visually showcasing the company's cultural values to a more international audience, expanding customer reach.
- Improved brand messaging through strategic visual design, contributing to an increase in website traffic and customer interest.

#### StartUp Media pvt. ltd.

Apr 2019 – Mar 2021

Graphic Designer • Pune, India

- Assisted on several fast-paced Netflix projects as a motion graphics intern, and grew to single-handedly build presentations and thoughtful branding concepts for upcoming motion films.
- Engaging with in-house teams on complex data visualization projects, enhancing and brainstorming marketing concepts, which led to improved project outcomes.
- Consistently met time-sensitive deadlines on logo and packaging design projects, resulting in an improvement in project efficiency and overall client satisfaction.
- Developed visual content for social media by adhering to brand guidelines, and using existing marketing materials while collaborating with cross-functional teams.

#### The Magic Beans

Oct 2018 – Mar 2019

Junior Graphic Designer • Mumbai, India

- Worked independently to fulfill various digital and print briefs, like illustrated children's books, brochures, wedding cards and functional logo and packaging designs.
- Created several innovative designs for hospitality clients and groups, and worked heavily on creating social media posts, videos and on-site collaterals.

### SKILLS

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**Software:** Adobe Creative Suite, Blender, Cinema 4D, Figma, Notion, Powerpoint

**Disciplines:** Book Design, Branding & Identity, Creativity, Logo Design, Photo Editing, Pitch Deck Design, Publication Design, Typography, Video Editing, Web Design

**Teamwork:** Adaptable, Detail Oriented, Empathetic, Energetic, Humorous, Leadership, Positive Attitude, Proactive, Public Speaking

### EDUCATION

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#### MFA in Design

School of Visual Arts  
New York, United States  
Sep 2022 – Sep 2024

#### B. Des in Visual Communication & Strategic Branding

Srishti Manipal Institute of Art, Design and Technology  
Bengaluru, India  
Jan 2014 – Dec 2018

#### Exchange Semester in Graphic Design

Aalto University  
Helsinki, Finland  
Jan 2018 – Dec 2018