

# SHREYA ULABHAJE

Graphic Designer  
shreyaulabhaje.com

Shreya is a graphic designer based in New York. As a designer, she aims to create work that resonates deeply with people. Her approach combines strategic thinking, visual storytelling, and user-centred design to craft impactful and meaningful experiences.

sulabhaj@pratt.edu  
sulabhaje6@gmail.com  
+1 (718) 869-4839

## EDUCATION

### Pratt Institute, New York

Aug 2023 - May 2025  
Master of Science - Packaging,  
Identities and System Design

### MIT Institute Of Design, India

July 2017 - April 2021  
Bachelor Of Design in Graphic Design

## EXPERTISE

### Proficiency in:

Figma, InDesign, Illustrator, Photoshop, XD,  
Firefly, Acrobat, After Effects, Premiere Pro,  
Pages, Media Encoder, Shaper 3D, Substance

### Familiar with:

Midjourney, Blender, Webflow

### Skills:

Art direction, Brand Identity, Photography,  
Packaging Design, Book Design, Research,  
3D Modelling, Rendering, Motion Design,  
Presentation Deck, Brand Strategy And  
Marketing, UI/UX, Typography, Social Media,  
Campaign Design, Publication Design

### Other:

Procreate, Laser Cutting, 3D Printing, Illustration,  
Prototyping, Acrylic Painting

### Languages:

English - Fluent  
Hindi - Native  
Marathi - Native  
Korean - Beginner

## EXPERIENCE

### Designer

#### King & Partners

Jun 2025 - Present  
New York, USA

Collaborated closely with art directors on the design of digital and print materials - including emailers, packaging, and collaterals maintaining strong branding across all platforms.

### Graphic Design Intern Innocence Project

Mar 2025 - May 2025  
New York, USA

Gained hands-on experience in digital and print design, asset management, and branding consistency while assisting with social media, campaign design and internal communications.

### Packaging Design Intern Twelve NYC

May 2024 - Aug 2024  
New York, USA

Designed seasonal collections for Target x Ulta Beauty and Bloomingdale's, contributed to Twelve's rebrand using Firefly, and developed holiday packaging from them for their clients.

### Graphic Designer OOTD Beauty

Mar 2023 - Jul 2023  
Seoul, South Korea

Developed Amazon and Shopee platform creatives for US and Asian markets, managed product photography, and created social media content and videos for in-house brands SWG and OOTD.

### Graphic Designer (Full Time) FIKA: The Brand Brewers

May 2022 - Mar 2023  
Mumbai, India  
Dubai, UAE

Managed social media designs for Elda Health, Kantilal Chotalal, and AARYAH, designed websites for Amyra and Kantilal Chotalal, and developed digital campaigns and strategy for FCML (Pune).

### Graphic Designer Radhika Chopra Designs

Dec 2021 - Mar 2022  
Mumbai, India

Designed digital assets for Only Natural Diamonds, created packaging and collaterals for Nutcracker (Mumbai) and Honeybee Learning School, and conceptualized book cover designs for Chanakya School of Craft.

### Internships

May 2020 - Dec 2021

9133 Design Studio  
FIKA - The Brand Brewers  
Beyondesign