

TEJASRI PANCHUMARTHY

GRAPHIC DESIGNER | BRAND IDENTITY, VISUAL SYSTEMS & MOTION

CONTACT

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EDUCATION

Savannah College of Art and Design (SCAD)
M.A. in Graphic Design and Visual Experience
Expected Graduation: March 2026

B.V. Raju Institute of Technology
B.Tech in Electronics and Communication
Engineering
2018-2022

SKILLS

Technical Skills:
Adobe Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Lightroom, Figma, P5.js

Design Skills:
Brand Identity Design, Visual Systems, Motion Graphics, Surface Design, Typography, Layout, UX/UI, Prototyping, Design Systems, Art Direction, Design Research, Editorial Design

Soft Skills:
Project Management, Cross-Functional Collaboration, Visual Storytelling, User-Centered Design

CERTIFICATIONS

- UX Design Foundations — Google (2022)
- Graphic Design Specialization — CalArts (2020)
- Big Data, AI & Ethics — UC Davis (2020)

LANGUAGES

English
Hindi
Telugu

DESIGN EXPERIENCE

Amazon x Gen Phoenix x SCADpro Collaboration — Sep 2025 - Nov 2025
Graphic + Surface Designer

- Designed innovative Kindle-accessory concepts using sustainable regenerated leather materials by Gen Phoenix for Gen Z and Millennial users.
- Developed material-driven patterns, surface systems, and prototype-ready visuals aligned with Amazon Devices' design language.
- Collaborated with cross-disciplinary teams to explore storytelling-driven tactile experiences.

Inchtape Design Studio (Interior Design) — Apr 2024 - Jul 2024
Lead Visual Designer

- Built a cohesive brand identity and design system focused on narrative-driven spatial storytelling for an interior design studio.
- Designed and produced digital and print collateral and social campaigns, increasing engagement across platforms.
- Worked directly with the marketing team to ensure visual consistency across brand touchpoints.

Adama Branding Studio — Aug 2022 – Aug 2023
Lead Graphic Designer

- Led concept development and visual direction for 7+ brands, creating cohesive identity systems across print, digital, motion, and spatial touchpoints, including social media and advertising campaigns.
- Managed and mentored a team of two interns, overseeing workflow, delegation, and timely delivery of high-quality cross-platform visual assets.
- Developed comprehensive brand systems for 5+ brands, including packaging, brand guidelines, motion graphics, and photo shoot art direction.
- Increased client engagement by 30% through concept-driven design solutions and storytelling-led visual communication.

ADDITIONAL EXPERIENCE

Groovy Loops Crochet Store — Apr 2022 – Jun 2024
Founder, Designer

- Designed and handcrafted 75+ bespoke crochet products.
- Built a strong brand aesthetic and customer experience, resulting in higher customer retention and sales.

SCAD Pre-College Assistant — May 2025 - Aug 2025
Graduate Mentor

- Provided academic performance support to students needing GPA improvement, offering study strategies and consistent follow-ups.