

TEJASRI PANCHUMARTHY

Graphic designer with 3+ years of experience in brand identity, visual systems, and motion. Systems-driven thinker with an engineering background, integrating creative coding to build scalable, concept-led visual experiences.

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EXPERIENCE

Amazon × Gen Phoenix × SCADpro Collaboration
Graphic & Surface Designer

Sep 2025 – Nov 2025

- Designed sustainable Kindle accessory concepts using Gen Phoenix's regenerated leather, aligned with Amazon Devices' design language for Gen Z and Millennial users.
- Developed 10+ materials and surface explorations, with selected concepts advancing to final review, utilizing hands-on leather manipulation and surface printing.
- Shaped final design direction by collaborating with cross-functional teams to integrate sustainability narratives into product experiences.

Inchtape Design Studio (Interior Design)
Lead Visual Designer

Apr 2024 – Jul 2024

- Led a full rebrand for an interior design studio, redefining the name, logo system, typography, and visual language rooted in spatial storytelling.
- Produced digital and print collateral and social campaigns, iterating with client feedback to triple engagement and ensure consistent visual storytelling across all touchpoints.

Adama Branding Studio
Lead Graphic Designer

Aug 2022 – Aug 2023

- Led identity development for 7+ client brands across lifestyle, retail, and emerging businesses.
- Developed comprehensive brand guidelines and packaging for 5+ brands, increasing client engagement by 30% through storytelling-led design.
- Conceptualized photography and motion graphics creative direction to ensure brand consistency across advertising campaigns.
- Mentored a two-person design team, overseeing delegation and quality control for all cross-platform assets.

Groovy Loops Crochet Store
Founder, Designer

Apr 2022 – Jun 2024

- Founded and scaled a handcrafted product brand, designing 75+ original pieces and overseeing full visual identity, packaging, and social strategy.
- Managed direct-to-consumer marketing via Instagram, increasing repeat customers through community-driven engagement.

GRADUATE EXPERIENCE

SCAD Pre-College Assistant

May 2025 – Aug 2025

- Supervised groups of 15–20 high school students every week, hosting hands-on creative workshops, engaging activities, and campus tours while supporting event planning and fostering a welcoming, productive learning environment.

SCAD Graduate Mentor

Sep 2025 – Present

- Mentored students to improve GPA through study strategies, consistent follow-ups, and hands-on support, while maintaining an organized environment and ensuring access to resources.

SKILLS

Technical Skills: Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Lightroom), Figma, p5.js, HTML, CSS, JavaScript

Design

Brand Identity Systems, Motion Graphics, Surface Design, Illustration, Typography & Layout, Editorial Design, UI/UX, Art Direction, Creative Coding

Professional

Cross-Functional Collaboration, Client Communication, Attention to Detail, Presentation & Critique, Design Research

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

CERTIFICATIONS

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

LANGUAGES

English
Hindi
Telugu