

Tejasri Panchumarthy

GRAPHIC DESIGN
MOTION
ILLUSTRATION
CREATIVE CODING

tejasridesign.com
tejasri-panchumarthy
+1 678-599-9803
tejasripanchumarthy@gmail.com

EXPERIENCE

BESTOMER

Design Intern

May 2026 – Present

- Expanded Bestomer's visual identity by designing new shape families that scaled the graphic system.
- Authored brand shape guidelines defining how shapes dynamically pair with user themes; prototyped an AI tool via vibe coding before handoff to engineering.
- Ideated launch campaign concepts and app UI features for product rollouts.
- Led branding, merch, and website design for internal sub-brand Ray's Flower Shop.

AMAZON × GEN PHOENIX × SCADPRO

Graphic &
Surface Designer

Sep 2025 – Nov 2025

- Selected for cross-disciplinary collaboration; designed sustainable Kindle accessory concepts in regenerated leather alongside marketing, fashion, and accessory teams.
- Created 30+ material and surface concepts; presented 6 finalized designs to an Amazon stakeholder board for production consideration.
- Led user research and persona development, translating insights into emotionally resonant, production-ready concepts with sustainability embedded throughout.

INCHTAPE DESIGN STUDIO

Visual Designer

Mar 2024 – Jul 2024

- Directed a full rebrand of Antharya Studios to Inchtape and designed a new logo system, typography, and visual language to appeal to both residential and commercial clients.
- Grew a newly launched Instagram account to 3K followers in under 4 months through a reels-led social strategy and content design.

ADAMA BRANDING STUDIO

Graphic Designer

Aug 2022 – Aug 2023

- Led identity development for 7+ South Asian lifestyle brands, including Mebaz, Telugu Medium Kitchen, and Oram, rooted in regional storytelling.
- Built brand guidelines and packaging for 5+ brands, driving an increase in client engagement through culturally grounded design systems.
- Directed photography and motion creative to maintain brand consistency across advertising campaigns.

GROOVY LOOPS CROCHET STORE

Brand Founder &
Designer

Apr 2022 – Jun 2024

- Founded a handcrafted product brand, designing 75+ original pieces and building the full visual identity, packaging, and social strategy from the ground up
- Grew a direct-to-consumer community on Instagram, driving repeat customer growth through community-led marketing.

SKILLS

TECHNICAL — Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Lightroom) • Figma Cavalry • Cinema 4D • Wix • Shopify • p5.js • HTML • CSS • JavaScript

DESIGN — Brand Identity Systems • Motion Media • Surface Design • Illustration • Typography & Layout • Editorial Design • UI/UX • Art Direction • Merch design • Story boarding • Design Research • Creative Coding

EDUCATION

SAVANNAH COLLEGE OF ART AND DESIGN

M.A. in Graphic Design and Visual Experience
2024–2026

B.V. RAJU INSTITUTE OF TECHNOLOGY

B.Tech in Electronics and Communication Engineering
2018–2021

AWARDS

SCAD BEE THE BEST EXHIBITION

Selected for a juried exhibition, won honorable mention for 'A Story About A Story,' an interactive creative coding experience.

CERTIFICATIONS

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

LANGUAGES

English, Hindi, Telugu