

# TEJASRI PANCHUMARTHY

Graphic designer specializing in brand identity, motion, and creative coding, with a practice built at the intersection of design systems and human connection.

## EXPERIENCE

Amazon × Gen Phoenix × SCADpro Collaboration

Sep 2025 – Nov 2025

### Graphic & Surface Designer

- Selected for a cross-disciplinary collaboration between Amazon, Gen Phoenix, and SCAD, working alongside marketing, fashion, accessory, and business students to develop sustainable Kindle accessory concepts in regenerated leather.
- Produced 30+ design concepts across materials and surface explorations; 6 designs were finalized and considered for production following presentation to an Amazon stakeholder board.
- Drove user research and persona development, translating insights into emotionally resonant, production-ready concepts.
- Embedded sustainability narratives into the user experience end-to-end, synthesizing research and cross-functional input into a cohesive final direction.

Inchtape Design Studio

Apr 2024 – Jul 2024

### Visual Designer

- 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 looking for modern interiors.
- Grew a newly created Instagram account to 3K followers in under 4 months through a reels-led social strategy and content design.

Adama Branding Studio

Aug 2022 – Aug 2023

### Graphic Designer

- Drove identity development for 7+ South Asian lifestyle and cultural brands, including Mebaz, Telugu Medium Kitchen, and Oram, rooted in regional storytelling and visual heritage.
- Crafted comprehensive brand guidelines and packaging for 5+ brands, driving a 30% increase in client engagement through culturally grounded design systems.
- Directed photography and motion creative to steward brand consistency across advertising campaigns.
- Managed a two-person design team, overseeing quality and creative output across all digital, print, and social assets.

Groovy Loops Crochet Store

Apr 2022 – Jun 2024

### Brand Founder & Designer


- Founded a handcrafted product brand, concepted and executed 75+ original pieces, and architected the full visual identity, packaging, and social strategy.
- Built a direct-to-consumer community via Instagram, driving repeat customer growth through engaged, community-led marketing.


## GRADUATE EXPERIENCE


**SCAD Pre-College Assistant:** Supervised high school students in creative workshops and event planning. (May 2025 – Aug 2025)

**SCAD Graduate Mentor:** Mentored students on study strategies and resource access to improve academic performance. (Sep 2025 – Mar 2026)

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## SKILLS

**Technical Skills:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Lightroom), Cinema 4D, Figma, p5.js, HTML, CSS, JavaScript

### Design

Brand Identity Systems, Motion Media, Surface Design, Illustration, Typography & Layout, Editorial Design, UI/UX, UX Research, Art Direction, Creative Technology, 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**

## AWARDS

### SCAD Bee The Best Exhibition

Selected for juried exhibition, 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