

sindhu

Contact

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Education

B.F.A. Graphic Design
Academy of Art University
2014-2019

Skills

Logo Design
Visual Design
Package Design
Magazine Design
UX Design
Web Design
Page Layout
Typography
Color
Sketching

Software

Illustrator
Photoshop
InDesign
After Effects
XD
Figma
Premiere Pro
Dreamweaver
Keynote
Numbers
Pages
Powerpoint
Word
Excel

Languages

English
Telugu
Hindi
French

SINDHUJA MERUGU

Graphic Designer

Summary

Creative, hard-working graphic designer with over four years of training and experience. Cohesively worked in teams with excellent communication.

Industry Experience

PRODUCTION DESIGNER (Seasonal) | Apple | San Jose, CA | Nov 2019 - Jan 2020

- Designed new visual templates for **Pages** and **Keynote**, and used Numbers as our checklist for each task.
- Worked with a group of designers & engineers.
- Tested to make sure the templates were working on MacBooks, TV's, iPads, and iPhones.

GRAPHIC DESIGNER | MannMukti | Sep 2019 - Present

- Designing social media graphics that focus on mental health and to spread awareness in the South Asian community.

FREELANCE DESIGNER | Fremont, CA | Oct 2015 - Present

- Designed fliers and books for Vasudevananda Charitable Organization Inc.'s events.
- Created a banner for Vandemataram Foundation's annual gala to help support children in rural places all over India.
- Constructed a PowerPoint presentation for Retina AI and achieved COO appreciation.
- Produced posters and banners for Oracle USA's virtual warehouse simulation and software architectural diagrams for software project demos.

GRAPHIC DESIGN INTERN | Signal FX | San Mateo, CA | Jun 2018 - Jul 2018

- Worked closely with my manager to formulate social media advertisements to promote the 2018 Dev-ops conference.

GRAPHIC DESIGN INTERN | Spectrum Brands | Lake Forest, CA | May 2017 - Jan 2018

- Built branding sell sheets from scratch for Baldwin, Kwikset, Pfister, and Weiser products to enhance brand marketing.
- Designed a brand guideline for Kwikset.
- Conceived marketing materials for distribution at trade shows and for use in marketing and social media campaigns.
- Designed visual web content for Kwikset Lock products on Amazon, Home Depot and Lowe's to promote product features.
- Was the lead designer for the 2018 Kwikset price book and worked closely with the project manager, brand marketer, and my manager.
- Worked with 5+ designers on designing the packaging of the Kwikset Lockbox.

Projects

PACKAGE DESIGNER | Origin Food Brand | Sep 2018 - Dec 2018

- Packaged and designed a fictitious sub brand (Origin) as a group for a new retail store for Airbnb. Sub Brands - Home (Place), Experience (Origin), Travel (Journey).

BRAND DESIGNER | Spirit Brand Manual Guidelines | Feb 2018 - May 2018

- Came up with a brand guidelines manual for Spirit Airlines and redesigned the logo with a futuristic typeface and a bold color palette to convey safety and security.

UX DESIGNER | Mobile App | Sep 2017 - Dec 2017

- Devised a virtual mobile app to identify the freshness of fruits & vegetables with the integration of colors, typography and icons.