

904 Carpenter Town Ln, Cary, NC 27519

Email: khatri.priya@gmail.com | Ph: 612 615 6522

SUMMARY

A passionate creative with 18+ years of experience in developing brands and designing marketing communications with an in-depth understanding of market trends. A strong conceptualizer with a wide range of skills sets that enable me to harness the power of both print and digital media through effective use of graphics. Specializing in design for the Healthcare, Education and Technology industries.

EXPERIENCE

Graphic Designer (Contract) – Project Data Sphere, CEO Roundtable on Cancer, NC. | Present

- Work as an in-house designer responsible for developing design assets that maintain brand compliance and visual consistency.
- Collaborate with a team of cancer researchers and data scientists to create compelling infographics and charts on Cancer clinical trials.
- Develop graphic art for conferences and social media. Created illustrations to support articles in scientific journals.
- Design event logos, annual reports, monthly email newsletters, conference summaries, email templates and digital event registration pages.
- Increased the readership of the monthly newsletter, event registrations and hits to the annual report in 2019. During COVID, successfully transferred the branding for in person conferences to digital conferences.

Graphic Design Consultant, ONE Paper Lane, NY. | 2016 - 2021.

- Developed the logo, identity and branding for this tech start-up.
- Designed marketing materials, product flyers, Powerpoint pitch decks, and infographics.
- Developed website interface, navigation system and built the corporate website in Wordpress.

Adjunct Faculty, Art Institute of Raleigh, Durham | 2017 - 2018.

- Taught a foundation level course in Typography, which covered topics like layout design, expressive typography and history of graphic design.

Graphic Design Consultant, Smartshift Technologies, NY. | 2013 - 2016.

- Boosted visual identity across print and digital media. Improved product visibility, and broadened Smartshift's client share in the cloud-based enterprise software industry.
- Spearheaded communication design strategy that maintained brand compliance.
- Executed marketing material, advertising and promotions like brochures, infographics, web graphics, web banners, corporate presentations, data visualizations, and trade show graphics.
- Developed Ui for the corporate website.

Freelance Graphic Designer and Researcher, MN. | 2009 - 2013.

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EXPERIENCE

Communication Designer: Fabrica, Benetton Group, Italy. | 2006 - 2008.

- Worked as a resident designer in the Visual Communication department.
- Created global communication campaigns that raised awareness about social issues for the United Nation and World Health Organization.
- Designed commissioned visual essays for magazines, journals and exhibits.

Graphic Designer, Virginia Commonwealth University, School of the Arts. | 2003 - 2005.

- Designed course catalogs, promotion material and event announcements for the department of Graphic Design.
- Worked as a printing and computer lab manager to support the technology needs of the students.

EDUCATION

MFA Visual Communication, Virginia Commonwealth University, Richmond, VA – 2005.**BFA Advertising and Applied Arts, University of Mumbai – 2001.**

SKILLS

Adobe CC (Photoshop, Illustrator, InDesign, LrC, Acrobat.)

Powerpoint, Word, Excel

Photography, Wordpress,

Mailchimp, Pardot

Illustration (Digital, watercolor and gouache.)

AWARDS

Health + Wellness Design Award – Brand Development for Project Data Sphere – 2020.

AIVA International Davey Award, Silver – Brand Development – 2019.

GDUSA American Graphic Design Award – Branding – 2018.

GDUSA American Graphic Design Award - Infographics for Smartshift Technologies – 2015.

American Design Award – Illustration for Ducati Bikes – 2012.

PUBLICATIONS

GDUSA Health + Wellness Design Annual – 2020.

Boys will be Boys – Inspiring stories for smart kids, Westland Books – 2019.

Daughters Who Dared – The Better India – 2019.