

# ADITI VYAS

GRAPHIC DESIGNER + INDUSTRIAL DESIGNER

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## ABOUT ME

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I have professional experience with both small start ups and some world renowned brands. I'm a dynamic designer with a passion for creating captivating visual experiences. In graphic design, I've mastered Marketing and Brand Design by simultaneously honing my skills in Adobe Creative Suite, typography, brand book design, layout, print and digital design, UI/UX, web design, logo design, illustration, visual communication, and color theory.

In Industrial Design, I excel in Computer Aided Design software, product design, prototyping, 3D modeling, sketching, ergonomics, materials, concept development, design thinking, and human-centered design. I'm adept at managing product life cycles, incorporating sustainability, user research, DFM, rapid prototyping, and detailed documentation. I've also delved into packaging, consumer electronics, and automotive design.

My track record includes winning awards like the IF Design Award and owning a patent. I am looking for my next role that helps me utilize my varied experience and push myself even more. I want to be the design expertise in the team that brings a new set of viewpoints. I aspire to build inspiring designs, and I crave to be bold.

## SKILLS

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- Adobe Creative Suite (Photoshop, Illustrator, InDesign.)
  - Typography
  - Branding (Brand Book design, Logo Design, Typography, Brand Color theory)
  - Layout Design
  - Print Design
  - Illustration
  - Visual Communication
  - Creative Direction ( Youtube videos, Website video collateral, Social Media content)
  - Packaging Design
  - Marketing Collateral
  - Social Media Graphics
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- CAD Software (Solidworks, Rhino 3D, Keyshot)
  - Prototyping (Foam modeling, 3-D Printing, Paper modeling, Rapid Prototyping)
  - 3D Modeling
  - Digital Sketching and Hand Sketching (Quick concepts + Detailed concepts)
  - Ergonomics
  - Materials and Manufacturing Processes
  - Concept Development
  - Design Thinking
  - Human-Centered Design
  - Sustainability in Design
  - User Research

# WORK EXPERIENCE

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**BRANDED BILLS - PHOENIX, AZ** | 2023 - PRESENT

## SENIOR GRAPHIC DESIGNER

- Utilize Adobe Illustrator tools proficiently to produce high-quality vector designs.
- Create Marketing strategies and designs for custom apparel.
- Generate innovative design concepts, layouts, and graphics for both social media and printed signage.

**SOLVING ALPHA - PHOENIX, AZ** | 2022 - 2023

## LEAD DESIGNER

- Oversaw the management of 6 Amazon brands, leading the redesign of logos and branding, including logo and brand book design, for a new brand named Uniqli Decor. Created print assets and other creative assets for the brand.
- Directed photoshoots for website content and Amazon listing images, encompassing photos, videos, and design elements.
- effectively managed a creative agency and coordinated the work of 4 freelance designers, ensuring cohesive and impactful visual outcomes.

**REVLON - REMOTE** | 2018 - 2023

## FREELANCE GRAPHIC DESIGNER & INDUSTRIAL DESIGNER

- Collaborated closely with the global Marketing manager to conceptualize and implement custom standardized retail exhibition designs for showcasing new product launches.
- Developed and implemented standard procedures for sustainable display systems, ensuring environmental responsibility in our design practices.
- Employed strategic color, material, and finish selections to harmonize product aesthetics across packaging, displays, and digital e-commerce platforms, creating a cohesive brand experience for customers.

**CLEAR - NEW YORK, NY** | 2019 - 2022

## SENIOR INDUSTRIAL DESIGNER

- Led the end-to-end development and launch of 3 new products, employing industrial design methodologies from concept ideation to market introduction
- Innovated and patented a Facial Recognition kiosk design, earning accolades for its functionality and aesthetics.
- Provided oversight and management for the production processes of 2 new products, ensuring adherence to design specifications, manufacturing standards, packaging and quality control.

**COLGATE - REMOTE** | 2020 -PRESENT

## FREELANCE GRAPHIC ARTIST & ILLUSTRATOR

- Specialized in creating visual designs and illustrations to demonstrate new design concepts including new product development, motion graphics, advertisement animation and packaging ideation.
- Brought concepts to life with creativity and precision utilizing expertise in Adobe Creative Suite, typography, branding, layout design, digital illustration, and color theory.
- Collaborated closely with clients to understand their vision and delivered high-quality artwork that was utilized for customer surveys and research.

**SFDS - NEW YORK, NY** | 2018 - 2019

DESIGNER

**MTD PRODUCTS - PHOENIX, AZ** | 2018

JUNIOR INDUSTRIAL DESIGNER

**QUOIZEL - CHARLESTON, SC** | 2017

LIGHTING DESIGN INTERN

## EDUCATION

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**SAVANNAH COLLEGE OF ART AND DESIGN (SCAD) - SAVANNAH** | 2015 - 2017

BACHELOR OF FINE ARTS (BFA) - INDUSTRIAL DESIGNER

## AWARDS & PATENTS

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**PATENT OWNER FOR NEO, CLEAR** | 2024

- Part of the Patent owning team at CLEAR for the award winning Facial recognition product called NEO.

**IF DESIGN AWARD** | 2022

- Facial recognition product called NEO used for access into sport stadiums, hospitals and at the airport.

**EUROPEAN PRODUCT DESIGN AWARD** | 2018

- School Project for a futuristic autonomous Food Truck Design