

Prerna Pandya

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CORE SKILLS

Graphic Design: Design Research and Trend Analysis, Branding and Identity Design, Motion Design, Digital and Print Design, Social Media Marketing, Advertising Campaigns, Packaging Design, Proposal and Presentation Design, Marketing Campaign Support, Digital Asset Management, Campaign Management, Analytics & Optimization.

Design Tools: Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Firefly, Express), Figma, WordPress, Microsoft Office (Word, PowerPoint, Excel).

Typography & Color Strategy: Type hierarchy, font selection, and color standardization across digital & print media.

Project Management: Buyer-manufacturer intermediary, sampling process oversight, team leadership.

Marketing Tools: Mailchimp, Hootsuite, Google Ads Manager, Google Analytics.

EXPERIENCE

Graphic Designer/Digital Media Manager

Gray Media-WCAX, Burlington, VT, USA | Apr 2024 – Present

- Designed 50+ digital advertisements, banners, and print materials monthly, contributing to a 20% increase in campaign engagement.
- Developed social media visuals, motion graphics, and website assets, ensuring 100% brand consistency across platforms.
- Managed social media content calendars and scheduling, optimizing post timing to increase audience engagement by 30%.
- Collaborated with the marketing team to analyze campaign performance, adjusting strategies for improved reach and ROI.

Graphic Design Intern

Synergetic Media, Atlanta, GA, USA | Jun 2023 – Aug 2023

- Created logos, business cards, newsletters, infographics, and social media content for clients.
- Managed social media accounts for key clients, maintaining consistent branding and audience engagement.
- Developed brand identity and marketing collateral for clients, ensuring alignment with strategic branding goals.
- Created typography-focused designs, ensuring optimal readability and cohesion across digital & print.

Senior Textile Designer (Freelance)

Various Clients (T.J.Maxx, Hobby Lobby, Cost Plus World Market, Laura Ashley, Cracker Barrel, etc.) | Jun 2018 – Aug 2020

- Designed and developed seasonal and holiday textile collections, showcased at Heimtextil and Christmas World (Frankfurt).
- Led a team of 5+ designers, mentoring them in trend research, textile sampling, and production coordination.
- Coordinated with vendors to ensure seamless production processes, improving turnaround time by 15%.

Co-founder & Creative Head

Doorbeen Decor, India | Jun 2016 – Apr 2018

- Established brand identity and design philosophy for Doorbeen Decor.
- Managed product development and vendor collaborations, ensuring high-quality lifestyle products.
- Led marketing efforts, increasing brand reach through social media and influence partnerships.

EDUCATION

Savannah College of Art and Design, Atlanta, GA

Master of Arts in Graphic Design | Sep 2022 – Mar 2024

University of California Berkeley Extension

Coursework in Graphic Design | Fall 2021

Sikkim Manipal University, India

Bachelor of Arts in English | 2012 – 2016

Northern India Institute of Fashion Technology, India

Graduate Diploma in Textile Design | 2007 – 2010