



Prerna Pandya

EDUCATION

Savannah College of Art and Design Atlanta, Georgia, USA

Sep 2022—March 2024

–Master of Arts in Graphic Design

University of California Berkeley

Fall 2021

–Coursework in Graphic Design

Sikkim Manipal University

Gangtok, Sikkim, India

2012—2016

–Bachelor of Arts (English)

Northern India Institute Of

Fashion Technology

Mohali, Punjab, India

2007—2010

–Graduate Diploma In Textile Design

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

Textile Design

Print and Pattern Design

Surface Ornamentation

Sampling

Buyer-Manufacturer Intermediary

Sampling Process Oversight

Team Management

SOFTWARES

Adobe Creative Suite

MailChimp

Hootsuite

EXPERIENCE

Graphic Designer/Digital Media Manager

April 2024—Present

Gray Media-WCAX, Burlington, USA

–Design and produce a variety of marketing materials, including digital advertisements, banners and print materials.

–Collaborate with the marketing team to develop digital advertising assets for GDM clients.

–Manage social media platforms for WCAX-TV.

–Manage the scheduling, trafficking, and reporting of digital marketing campaigns.

–Maintain brand consistency and cohesive messaging across all design materials.

Graphic Design Intern

June 2023—August 2023

Synergetic Media, Atlanta, USA.

–Created logomarks, business cards, flyers, newsletters, infographics, and social media posts.

–Managed social media accounts for prominent clients.

Senior Textile Designer (Freelance)

August 2020—June 2018

–Worked with prominent clients, including T.J.Maxx, Hobby Lobby, Cost Plus World Market, Laura Ashley, Cracker Barrel, to develop seasonal and holiday design collections.

–Managed a team of designers, supporting them in reaching their full potential.

–Designed and developed diverse collections for national and international trade fairs, such as the Indian Handicrafts and Gifts Fair (IHGF) in India, Heimtextil, Christmas World (Frankfurt).

–Coordinated with various vendors to ensure smooth production processes.

Co-founder and Creative Head

June 2016—April 2018

Doorbeen Decor, Aligarh, India.

–Established identity and design philosophy for the brand Doorbeen.

–Coordinated with multiple vendors and monitored the development of various lifestyle products.

Textile Designer

August 2015—September 2011

Designed and developed a range of collections for international clients while working with export houses in India.

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