

ramya swaminathan

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ramyasdesign.com

SKILLS

Creative

Art Direction, Packaging, Branding, Illustration, UI/UX, Information Design, Publication Design, Exhibition Design
Hubspot Social Media Marketing Certified

Technical

Photoshop, InDesign, Illustrator, XD, Dimension, Spark, Figma, HTML, CSS

Languages

English: Fluent, **Tamil:** Intermediate, **Hindi:** Intermediate, **Japanese:** Elementary

ACHIEVEMENTS

Graphic Design USA

Selected for a packaging design project in the 2022 American Graphic Design Awards.

2022-23 World Brand Design Society Award

Received a bronze award for a packaging design creation category.

Merit Scholarship

Received an international grant throughout the four years of university.

Success Scholar Award

Awarded to students who achieved a GPA of 3.75 and a grant for all four years of university.

Dean's List

All 7 semesters

EDUCATION

Syracuse University

BFA Communications Design
Minor, Marketing
Class of 2022

Parsons School of Design

Graphic Design, Summer 2017

Harvard University

Principles of Economics, Summer 2016

EXPERIENCE

BARKER

New York City, NY

Associate Art Director

Summer 2021-present

Concepted, designed and art directed work across various media: print, digital, web, tv/video production for clients such as Miele, Xifaxan, Holy Name Medical Center and Bausch+ Lomb products such as Lumify, Biotrue, ImmuneDuo and Project Watson.

AADI International Trading FZE

Dubai, UAE

Freelance Web Designer

2020-2022

Designed and audited website addressing the services of the firm in electricity, power and water sector. Art directed web content, handled photo retouching and engaged in creative copywriting.

School of Design Syracuse University

Syracuse, NY

Teaching Assistant

Spring 2021

Assisted professor in freshman DES 102 Digital Tools course by helping to answer questions and direct projects created in Adobe Illustrator and Adobe Photoshop.

'Cuse Cares, Syracuse University

Syracuse, NY

Design Research Assistant

Fall 2020

Redesigned layouts, retouched images and art directed website content for a semester-long Syracuse University School of Design sustainability project on campus.

Division of Enrollment, Syracuse University

Syracuse, NY

Digital Communications Intern

Fall 2019-Summer 2020

Leading art director for the first year and transfer student social media promotion. Created templates in Adobe Spark for campus organizations to use in social media posts. Designed COVID-19 social distance campaign assets for signage, apparel and social media.

DDB Tribal Worldwide

Dubai, UAE

Digital Design Intern

2019

Retouched product shots and created promotional digital content and copy in English and Arabic for Sephora Middle East. Assisted Art Director on Guerlain Middle East photo shoot and prepared ad sketches for CMA CGM Shipping Group. Conducted industry competitive analysis on automotive industries.

ORGANIZATIONS

American Institute of Graphic Arts (AIGA)

Programming Director, Syracuse Chapter

2019-22

Alpha Rho Chi Skopas, Architecture & Allied Arts Fraternity

Founding Member, Academic Chair

2020-21

Society for the Promotion of Indian Classical Music and Culture Amongst Youth (SPICMACAY)

President, Syracuse Chapter

2019-20