

# Sri Sharanya Sateesh

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[PORTFOLIO LINK](#)

## EXPERIENCE

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### Visual Communication Designer

Sept. 2025 - Dec. 2025

University of Cincinnati, College of Co-op | Cincinnati, OH

- Led **marketing design initiatives** connecting students, campus, recruiters, and corporate partners.
- Produced brand-aligned marketing **collateral for university partnerships**.
- Designed **data-driven infographics** to simplify complex institutional information.

### Multimedia Graphic Designer

May 2025 - Aug. 2025

1819, Innovation Hub, Cincinnati Innovation District | Cincinnati, OH

- Designed an **advertising billboard for Cincinnati/Northern Kentucky International Airport**.
- Increased average social media views from **600 to 14.9K (nearly 25x growth)** through enhanced photography, videography, and motion graphics content.
- Built **multi-channel brand ecosystems** from concept to launch across diverse startups.
- Owned **end-to-end production**: photography, video, motion, and social media strategy.

### UX/UI Designer

Dec. 2024 - May 2025

University of Cincinnati, College of Nursing | Cincinnati, OH

- Designed **UX/UI for a grant-funded digital health app** supporting seniors with diabetes.
- Created **wireframes, prototypes, and high-fidelity designs in Figma**, prioritizing accessibility.
- Collaborated with nursing faculty to translate **clinical guidelines into usable digital flows**.

### Brand Designer

Sept. 2024 - Dec. 2024

University of Cincinnati, College of Co-op | Cincinnati, OH

- Designed the **official journal logo and visual identity** for academic publications.
- Created **book and journal covers** with consistent editorial branding.

### Web and Multimedia Designer

Aug. 2023 - Aug. 2024

Thrive Space India | Ahmedabad, India

- Designed and **launched the company website** from scratch, strengthening brand presence.
- Produced **marketing collateral** for conferences, events, and campaigns.
- Designed **event graphics, storefront visuals, and branded merchandise**.
- Created **motion graphics** to enhance web engagement and storytelling.

### Packaging Designer

May 2023 - Aug. 2023

Icarus Design | Bangalore, India

- Designed consumer packaging for **Tata, Imperial Blue, Badshah Masala, Eveready**, and more.
- Created **method-of-preparation icons and back-of-pack systems** for food products.
- Conducted comprehensive **design research** and strategic positioning for an architecture firm client, **analyzing market landscape** and competitive visual identity.
- Contributed to **packaging design for multiple established FMCG brands** serving millions of consumers across the globe.

## TEACHING EXPERIENCE

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### Design Theory and History Teaching Assistant

Aug. 2024 - April 2026

University of Cincinnati, College of DAAP | Cincinnati, OH

- **Designed visual lectures and learning assets** to clarify complex design theory for large cohorts.
- Served as primary liaison between faculty and **400+ students** across four semesters.
- Created research posters and visuals for a **More-than-Human Design study**, translating theory into clear academic narratives.

## EDUCATION

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University of Cincinnati, College of DAAP | Master of Design

GPA: 4.0

- *Human-Computer Interaction Design (STEM accredited)*

Unitedworld Institute of Design | Bachelor of Design

GPA: 3.0

- *Visual Communication*

## DESIGN WORKSHOPS

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Livewell Collaborative + Boeing, January - May 2025

GPA: 4.0

- Conducted user research and developed prototypes for accessible aircraft interior design, improving passenger comfort through human-centered design methodology.

MIT Science Lab + HATCHI, August 2024 | Future of Mobility Design Certificate

- Investigated urban mobility and well-being through participatory field research and co-creation sessions, leveraging AI tools to develop compelling UX narratives.

## SKILLS

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UX/UI | Packaging | Branding | Marketing | AIxUX | Advertising | Service Design | Adobe Suite, Figma, Blender, CMS