

Aparna Badgandi

Visual Designer

EDUCATION

M.A. Graphic Design

Savannah College of Art & Design
Atlanta, Georgia, US
Jan 2023 - Mar 2024

Professional Diploma in Visual Communication

Srishti School of Art & Design
Bengaluru, India
2012 - 2014

B.A. Media, Literature & Psychology

Christ University
Bengaluru, India
2009 - 2012

KEY SKILLS

Design & Process

Creative strategy
Branding & identity
Illustration (2D & 3D)
Motion design
Packaging design
Printing & production
Layout & publication
UI/UX design
User research
Journey mapping
Usability testing
Art direction
Advertising campaigns

Tools

Adobe Illustrator
Adobe Photoshop
Adobe After Effects
Figma
Adobe InDesign
Adobe XD
Adobe Dimension
Blender
Procreate

WORK EXPERIENCE

Design and Branding Intern

Inspire Brands, Atlanta, Georgia, US
2024 (Present)

Brand expression, packaging, and social media creatives for the company's multi-brand restaurant portfolio.

Senior Visual Designer

Flipkart, Bengaluru, India
2018 - 2022

- Drove a 9-point jump in NPS by leading a branding effort through the development of a design library system to bring consistency across the platform, introduce delight and enhance user experience.
- Led a team of 8 visual designers in the creation of a visual style guide and a repository of illustrations, components, icons and motion graphics.
- Increased average CTRs by 4.2% by redesigning product interfaces and improving user experience for the Home & Furniture, Fashion, and Sales and Events categories.
- Caused a 26% increase in adoption rate by creating an engaging video onboarding experience for Flipkart Grocery's new voice assistant feature.
- Performed user research, competitor analyses, persona creation, journey mapping, and usability testing.
- Collaborated with copywriters, business teams, product managers, product designers, and developers, to build solutions to address both business and consumer needs.

Visual Designer

Coffee Day Group, Bengaluru, India
2017 - 2018

Drew \$1.7M in revenue by branding, designing, printing and producing research-driven packaging solutions for 16 Coffee Day retail product ranges of coffee beans, beverages and snacks.

Art Director

Brave New World, Bengaluru, India
2017

Increased MAU by 12% through multiple online and offline advertising campaigns for the food startup FreshMenu.

Art Director

Fryed Advertising, Bengaluru, India
2015 - 2016

Developed brand identities, advertising campaigns, and offline collateral for 15 client accounts across food and beverage, hospitality, real estate, fashion and healthcare.