

# Anukriti Agrawal

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A Graphic Designer with a digital-first mindset and a passion for developing innovative design solutions. Experienced in collaborating with cross-functional teams to execute projects, drive brand growth, and deliver exceptional client experiences.

## Education

### Savannah College of Art & Design

M.A. in Advertising

### Parsons School of Design

B.F.A. in Fine Arts

Minor in Communication Design

## Achievements

- SCAD Honors Award 2024
- SCAD Student Recognition Scholarship
- Parsons Dean's List 2019 - 2022
- Parsons Dean's Merit Scholarship
- Parsons Academic Honors 2023

## Skills

- Premiere Pro, After Effects, Photoshop, Illustrator, InDesign, ProCreate, Wix
- Branding, Art Direction, Graphic Design, Motion Design, Video Editing, Illustration
- Photography, Light and Sound Technical Knowledge (for digital production)

# Graphic Designer | Storyteller | Creative Thinker

## Experience

### Creative Marketing Intern

**Cliques, 2024**

- Analyzed startup product scope and target audience to develop brand outreach strategies and create a brand design guide to establish visual consistency for early brand awareness and recognition.
- Developing a comprehensive social media marketing plan to expand the customer base in the pre-launch phase.

### Production Assistant

**Diamond Shot Studio, 2023**

- Collaborated with creative directors to execute product presentations for clients, including Amazon 2023 Holiday Campaign, Veronica Beard, and Kirna Zabête, ensuring all projects met client-specific layout and visual standards.
- Assisted with display concepts, arrangements, functionality, layouts, groupings, and compositions to maintain visual consistency across every story.

### Graphic Designer & Video Editor Intern

**PlayerWallet, 2023**

- Facilitated collaborative brainstorming sessions to create social media reel and graphic content campaigns from inception to final delivery, boosting startup visibility and engagement from the target audience.
- Utilized Adobe Illustrator, After Effects and ProCreate to storyboard illustrated animations for landing page.

### Freelance Video Editor/Motion Designer

**The Pudding, 2023**

- Created storyboards and video edits for adapting long format web interactions into short form videos for Instagram and YouTube Shorts.

### Creative Marketing Intern

**Clarus Group, 2022**

- Collaborated with the marketing team to organize social media campaigns, crafted digital and print collateral: graphics, logo animations, brochure templates, landing pages, and email campaigns.
- Enhanced brand visibility, user interaction, and reinforced client relationships across diverse digital touchpoints for top three clients.
- Produced short tutorial videos detailing the company systems, contributing to a 60% reduction in new hire onboarding time through process optimization and digitization.

### Graphic Designer

**MIC for Youths, 2020**

- Identified design trends to create advertising assets, including teasers, gifs, graphics and short form videos for digital platforms to boost e-commerce sales.
- Spearheaded a team of 5 creatives in restructuring digital media strategies to align with new marketing objectives, effectively responding to changing consumer behaviors during the pandemic.