SINDOORA SATYAVADA

KEY QUALIFICATIONS

Uses creativity and design principles to create compelling design solutions with experience in:

- Adobe Creative Cloud
- Microsoft Suite
- Canva and Google Suite
- Knowledge of Amplience software
- Figma, Sketch, and Invision
- Strong attention to detail
- Designing visual identity systems and digital marketing
- Understanding of UI design and web asset needs
- Supporting smooth cross-functional collaborations

EXPERIENCE

Ulta Beauty — August 2022 - Present
Digital Designer — Remote (Chicago)

- Developing website collateral to meet seasonal retail demands
- Understanding and implementing seasonal branding guidelines for home, event, and featured web pages
- Using Amplience software to stage the UI design of the homepage of the website for developers

Old Navy — July 2021 - July 2022
Associate Graphic Designer — Remote (San Francisco)

- Implemented branding guidelines for marketing & web content
- Created emails and website collateral to meet seasonal retail demands
- Worked with art directors and cross-functionally with editorial team to develop content that best meets customers/users needs

Aceable — January 2021 - May 2021
Learning Experience Visual Designer — Remote (Austin)

- Designing educational images and infographics for e-learning courses
- Understanding the e-learning software to best support visual content
- Working cross-functionally with the writing team to develop content that best fits users needs and experiences

Benefit Cosmetics — September 2020 - October 2020
Digital Designer — Remote (San Francisco)

- Created consistent digital branding for etail banners and emails
- Collaborated with the creative team to develop social media content
- Edited marketing material to meet the needs of the product launch

Adobe Spark | Post — October 2018 - May 2020
Graphic Designer — San Francisco, CA

- Designed templates to create SEO landing pages and other pages
- Analyzed use-cases that generate traffic for all SEO pages
- Developed a strategy to create content based on quality and variety
- Worked with other teams to implement an efficient metadata system
- Audited template designs for the SEO localization landing pages
- Researched social media design trends to create various social media templates for free users within the app

PUBLIC SPEAKING

Skyline College CTE Event Panelist
February 2020
San Bruno, CA
Public Speaker | Career in Graphic Design

- Provided advice to school counselors

UC Berkeley BCEC Event Panelist
April 2019
Berkeley, CA
Public Speaker | Career in Design

- Provided tralied career advice to students

EDUCATION

California Institute of the Arts
February 2021
Online Coursera Course Certification
UI & UX Fundamentals

FIDM/ Fashion Institute of Design & Merchandising
March 2016
San Francisco, CA
Associate of Arts: Graphic Design

Southwestern University
May 2011
Georgetown, TX
Bachelor of Arts: Business

PORTFOLIO & CONTACT INFO

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