

SAHANA RAMACHANDRA

Visual Communications Designer

Mobile: +1 (571) 464-3094 | **Email:** shnramachandra@gmail.com | **Portfolio:** chandradesign.net

SKILLS

- **Software:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro), Microsoft 365 (Word, PowerPoint, Excel, SharePoint), Canva, Figma, WordPress, HubSpot
- **Technical:** : Branding & Identity Design, Typography, Illustration, Presentation Design, Marketing Collateral Design, Social Media Content Creation, Proposal Graphics & Formatting, Data Visualization, Wireframing & Prototyping, Design Systems, User Research & Testing, HTML & CSS Basics, Video Editing & Production
- **Professional:** Client & Stakeholder Communication, Cross-Functional Collaboration, User-Centered Mindset, Creative Problem-Solving, Critical Thinking, Research & Analysis, Adaptability & Flexibility, Attention to Detail, Time Management, Section 508 Compliance, WCAG Compliance

EXPERIENCE

Freelance Graphic Designer

Various Clients

Remote

01/2022 to Present

- Designed brand identities and websites for startups and businesses, creating compelling visual solutions tailored to diverse industries.
- Partnered with clients to refine their brand messaging and visual direction, ensuring consistency across digital and print platforms.
- Developed high-quality logos, marketing assets, and website layouts, maintaining cohesive branding across web, social media, and print.

Graphic Designer/UX Specialist

ShineyWellness (Global Healthcare Startup) · Part-time

Remote

07/2024 to 02/2025

- Conducted in-depth user research and usability testing to enhance website design and information architecture, particularly for patients and healthcare providers.
- Developed interactive, high-fidelity desktop wireframes that simplified complex medical research on stem cell treatments to improve accessibility.
- Created engaging social media content and conducted A/B testing on posts to optimize strategies, increasing brand engagement, patient outreach, and overall interaction by 25%.

Graphic Design Lead | SCADpro Federal Health Marketing Campaign

Deloitte • Contract

Savannah, GA
03/2024 to 05/2024

- Worked with a cross-functional team to create a marketing campaign supporting Deloitte's federal health initiative, aimed at improving patient care through technology.
- Conducted comprehensive research, including stakeholder interviews, to develop a GTM strategy and brand visuals aligned with federal healthcare standards.
- Developed proposal decks and documented the full project lifecycle, streamlining communication and aligning deliverables with Deloitte's B2G objectives.

Visual Design Lead | SCADpro Gamified XR Experience

Deloitte • Contract

Savannah, GA
01/2024 to 03/2024

- Directed the creative vision of a VR recruiting app, focusing on candidate experience, gamification, and AI integration to support the recruiting initiatives of corporate and DoD sector clients.
- Conducted user research to refine wireframes and gamified elements, ensuring alignment with current talent acquisition trends.
- Created cohesive brand assets, proposal decks, and documentation to support the collaboration between technical and creative teams.

EDUCATION

Bachelor of Fine Arts | Graphic Design

Savannah College of Art and Design

Savannah, GA
01/2021 to 06/2024

- **Honors:** Magna Cum Laude, Dean's List (Winter 2021 - Spring 2024), Academic Honors Scholarship, SCAD Achievement Honors Scholarship

WSQ Diploma in Media | Concept Design and Illustration

3dsense Media School

Singapore
03/2019 to 03/2020

- **Relevant Coursework:** Character Design, Environment Design, Storyboarding, Motion Animation, 3D Modeling Basics