

# Pragya Lohia

graphic designer

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## Work Experience

### Creative Specialist

#### eHouseStudio

2022-2024

Designed email and website materials for different brands. Worked on design solutions and for themed campaigns and creating engaging layouts for the deliverables. Some of the brands I worked with: STUDS, Autofiber, GAUCHO - Buenos Aires, Sweet Bee Magic, Kenneth Jay Lane, Hartly & Magic Mind.

### SCADpro x HP

#### Savannah College of Art and Design

2022

Assisted with the development of art assets and similar materials for use in market positioning and product development for HP, Inc., worked on research, creating printed and digital deliverables, as well as creating unified visual language and graphic assets for presentations etc.

### SCADpro x Ford

#### Savannah College of Art and Design

2021

Assisted with the development of art assets and similar materials for use in market positioning and product development for Ford Motor Company, worked on research as well as creating a presentation with unified visual language and graphic assets.

### Docent

#### SCADstory

2021-2022

Responsibilities included introducing guests to SCADstory through a narrated component, managing the timing of the experience, and answering any questions or queries about the college or artwork. This gave me an opportunity to work on public speaking & social skills and being comfortable talking and presenting in front of large groups of people.

### Intern

#### Mistry Architects

2017

Got an inside look into the process of how a design firm works, and worked on an ongoing project and help come up with effective design solutions of how to integrate the client's wants to work within the space.

## Education

### Savannah College of Art and Design

Bachelor of Fine Arts in Graphic Design

2018 - 2022

## Honors

### Savannah College of Art and Design

Magna Cum Laude

Dean's List Honors

Academic Honors Scholarship

Achievement Honors Scholarship

## Skills

### Design

Package Design

Branding

Typography

Print Production

Drawing

Conceptualising & Ideation

Time Management

### Technical

Photoshop

Illustrator

InDesign

Dreamweaver

XD

Figma

Microsoft Suite

Google Suite

### Language

English

Hindi