

# Gayatri Iyer

## Visual Experience Designer

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Nationality	US Citizen

A passionate Product and Visual Designer specializing in crafting immersive and impactful experiences. With over 2 years of combined internship and freelance experience, I bring a strong foundation in design thinking, visual experience, and storytelling. Now seeking opportunities in the corporate world to create meaningful, user-centric solutions that drive innovation.

## Work Experience

### CENTER FOR ARTS AND PUBLIC LIFE

Nov 2023 - Present

UI UX and Visual Designer

Spearheaded the 'Love Lives in SF' campaign, shaping design strategy and leading **8+ interactive events** with **75% attendee** participation. Designed the website, brand identity, and marketing video, ensuring brand consistency. Led social media strategy to boost engagement and co-organized the campaign's **first public exhibition** featuring curated work.

### ITC INFOTECH

May 2024 - July 2024

Graphic & Marketing Intern

Designed visual content for social media, LinkedIn ads, and emails, driving a **15% engagement boost**. Supported digital marketing efforts across SEO, PPC, and email, improving efficiency. Created brochures, infographics, and promotional materials, shaping the **Blazeclan & ITC Infotech collaboration's** brand identity and designing logos for the ICARE CSR program.

### ACCENTURE

Jan 2023 - May 2023

Creative Designer Intern

Collaborated with the **AR/VR team** to develop immersive metaverse experiences, enhancing client presentations. Led video editing for **8+ ad campaigns**, **boosting engagement by 22%** through compelling storytelling. Designed high-impact pitch decks that **secured 3 key partnerships in Q1**, integrating strategic insights with visually compelling presentations.

### THE NOOK INTERIOR DESIGN

Aug 2022 - Sep 2022

Graphic Designer

Developed a cohesive brand identity for an interior design startup, enhancing market presence. **Designed an investor pitch deck** with market analysis, financial projections, and visuals, increasing investor interest and funding opportunities.

### TRAINING VISION INSTITUTE PVT LTD

May 2021 - Aug 2021

Visual Communication Design Intern

Collaborated with cross-functional teams to **design marketing materials** including logos, social media posts, banners, and brochures, boosting brand visibility and engagement while advancing the organization's mission of accessible education.

### SOCIONAUT

Apr 2020 - June 2020

UI/UX Design Intern

Designed **wireframes and a distinctive logo** for 'Dhiyo.AI,' India's first **multilingual conversational AI platform** connecting blue-collar workers to jobs. Collaborated with developers to enhance **accessibility and usability for diverse users**.

## Education

### California College of the Arts

San Francisco, USA

Aug 2023 - May 2025

Master of Fine Arts (MFA Design)-

Interaction Design | GPA: 3.94/4.00

### PES University, Bangalore,

India, Bangalore

Aug 2019 - May 2023

Bachelor of Design (B.Des) -

Communication Design | GPA:

9.98/10.00 (Gold Medalist)

## Awards

**1st Ranker** (Gold Medalist):

Prof CNR Rao Merit

Scholarship Award

**Distinction** : Prof MRD

Merit Scholarship Award

## Certifications

**UI/UX Design Specialization**

(5 courses) and **Graphic**

**Design Specialization** (6

courses) - CalArts (Coursera)

## Skills

UI/UX Design (Wireframing, Design Systems), User Research, Visual Identity (Style Guides, Typography, Component Libraries), Motion Graphics, Animation, 3D Modeling, AR/VR, Video Editing

## TOOLS

Figma, Adobe Creative Suite (Illustrator, Photoshop, After Effects, Premiere Pro, Lightroom, Animate, Aero, XD), SketchUp, Autodesk Maya, Procreate, Unity, Build to Quest, Microsoft Suite.