

# SHREYANSHI SATODIA

Graphic Designer & Creative Strategist

shreyanshisatodia.com Dallas, TX

ssatodia97@gmail.com

## PROFILE

I'm a Shreyanshi Satodia, a strategic, hands-on designer with over 7 years of experience crafting branding, packaging, and digital experiences that feel intentional and clear. I've led creative projects from the ground up, collaborating across teams to build design systems that tell stories and drive results. I love bridging the gap between big-picture strategy and design execution making sure every touch point feels on-brand, cohesive, and thoughtful.

## SKILL

Typography Branding Motion  
Visual Storytelling Writing Team Work  
Communication Design Illustrations

## TOOLS

Photoshop Illustrator Figma  
InDesign After Effects WIX  
Adobe Frisco Mailchimp

## NOTABLE PROJECTS

### Museum of Fine Arts, Boston

I rebranded MFA's internal communications building templates and layout systems that felt cleaner and more usable, while still respecting the museum's tone and legacy.

### PRJCT\_WNDW – Boston BID

I designed a public installation that turned an empty retail space into a rotating story piece blending type, motion, and community to bring design into the street.

## EDUCATION

M.A. in Graphic Design – Suffolk University, Boston [Sept 2021 - Dec 2022](#)

B.F.A. in Visual Communication – UID, Karnavati University [Feb 2016 - April 2019](#)

## WOK EXPERIENCE

- **Clutch Creative Marketing** Sept 2023 – Present  
LEAD GRAPHIC DESIGNER Dallas, TX

At Clutch, I lead design across brand, packaging, and campaign projects for clients in hospitality, nonprofit, and consumer spaces. I guide creative from early strategy through to production working across identity systems, digital, print, and environmental applications. I've helped rebrand Pickleman's Gourmet Café and developed a full event campaign for NCCIL along with rebrand, and also contribute to a range of launches and content builds. I regularly support junior designers and help shape internal creative process.

- **Essex Media Group** Jan 2023 – Aug 2023  
SENIOR GRAPHIC DESIGNER Lynn, MA

At Essex, I led visual design across print and digital publications like The Daily Item, La Voz, and 01907. I built editorial layouts, updated ad systems, and contributed to the redesign of Itemlive.com. The role combined fast-paced production with opportunities to improve design consistency and streamline workflows across teams.

- **Dynamite Design** Mar 2020 – Aug 2021  
JUNIOR GRAPHIC DESIGNER Bangalore India

At Dynamite, I worked on campaigns for Netflix India, Sony Music, and Zee Cinema creating visuals, motion assets, and branded content across platforms. I supported pitch decks, shaped campaign systems, and collaborated closely with art directors to keep work aligned and roll out-ready.

- **Scientific Remedies** Jul 2019 – Jan 2020  
EXECUTIVE VISUAL DESIGNER Vadodara, India

Led visual direction for wellness packaging and marketing across brands like Amore and 1947. Created modular systems for print ads, displays, brochures, and web, aligning design with product and marketing goals.

- **Internships** Nov 2018 – Apr 2019  
BRANDING AND DESIGN INTERNSHIPS

### *Design Intern – Lopez Design, Mumbai*

I supported the team on branding and experience design projects for clients like India Design Forum and Godrej Culture Lab. I helped with layout explorations, presentation decks, and environmental graphics contributing to projects that focused on clarity, storytelling, and scale.

## HIGHLIGHTS

Exhibitor – Dubai Design Week (2021)

1st Place – Kyurious Design Yatra, Typography