Graphic Designer

Vanya Mallepudi



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Creative and detail-oriented designer with 3 years of professional experience in Fashion Design and Production Management, currently expanding expertise in Graphic Design & UI/UX Design. Skilled in visual communication, branding, colour theory, typography, layout, and composition, with a strong understanding of aesthetics and user-centred design principles. Experienced in translating creative concepts into impactful designs, coordinating with teams and vendors, and managing multiple projects within deadlines. Seeking opportunities as a Graphic Designer or Visual Designer to apply creative thinking, visual design skills, and a multidisciplinary approach to building engaging digital experiences and strong brand identities.

My career began in Fashion Design, driven by my passion for creativity, aesthetics, colour, and visual storytelling. Over three years of professional experience, I developed a strong interest in visual communication, including branding, social media creatives, campaign concepts, and promotional design. I am now transitioning into Graphic Design, combining my creative foundation with digital design skills to create engaging visuals and meaningful brand experiences.

Skills

- Graphic Design
- Typography
- Branding & Visual Identity
- Wireframing
- Layout Design
- Image Manipulation
- Marketing Collateral Design
- Brochure & Flyer Design
- Print & Digital Design
- Visual Communication
- Floor Plan Presentation
- Site Plan Presentation
- Offering Memorandums

Design & AI Tools

Figma, InDesign, Photoshop, Illustrator, Claude AI, Google Flow

DESIGNER & PRODUCTION MANAGER

Architha Narayanam (September, 2025 - January 2027), Hyderabad - India

Key Responsibilities as **Designer & Production Manager**

- Developed and executed design concepts based on brand identity, market trends, and customer requirements.
- Managed design development, fabric selection, colour palettes, styling, and overall visual direction.
- Coordinated production processes from initial concept development through final execution.
- Collaborated with vendors, artisans, production teams, and stakeholders to maintain quality and meet deadlines.
- Managed multiple projects simultaneously while maintaining design consistency and production timelines.
- Contributed to branding, visual content, product presentation, and social media creatives.
- Applied strong knowledge of colour, composition, visual hierarchy, aesthetics, and consumer preferences.
- Coordinated between creative and production teams to ensure smooth execution of projects.

Education

Bachelors of Technology

Star Institute of Design - 2026

Graphic Design & UI/UX Design, Affiliated with JNAFAU & IBM

Bachelor's Degree in Fashion Design

Hamstech College of Creative Education - Passout Year

Core Strength

- Creative Thinking.
- Visual Aesthetics.
- Attention to Detail & Adaptability.
- Creative Problem Solving.
- Project Management & Time Management.
- Team Collaboration.