

Ameya Sriram

Graphic Designer +Illustrator

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Experience

Spring Marketing Capital / Graphic Design Intern

April 2022- June 2022

I designed and illustrated visual assets for various product brands including brochures, thumbnails and Amazon micro-sites, aimed at best communicating brand values and product features. Was able to be a part of several projects and make illustrations, animations, and design packaging.

Got the opportunity to be a part of a team and sit in on brand discussions, and a product shoot allowing me to see the creative process from start to finish. This experience allowed me to understand the processes of a well structured company.

Kenrina Integrated Design / Social Media Intern

Project Basis since January 2023

This startup had no social media presence. I helped to start creating content on their Instagram and Facebook. Aided in creating a weekly content plan, ensuring the material was interactive and utilised the various content forms available on the platforms. I was involved in the ideation, shooting, and editing of the assets.

Kensho Design Studio / Graphic Designer

August 2021

I was involved in the creation of the identity of the brand. This involved client meetings and understanding the feeling they wanted their brand to invoke in their clients, which dictated the design language for the brand. I designed the brands's logo, business cards, packaging and stationery.

ameyasriram.com / Freelancer

I have collaborated with several individuals to create a variety of cross media projects including digital illustration, branding, video editin, commissioned artworks, copywriting, development of assets for social media and the designing of merchandise.

Project Work

The Moon That Never Sets

/ L'Institut Supérieur des Arts Appliqués

September 2021- October 2022

My undergraduate thesis is about creating an experience through space that is aimed at making one feel peaceful. This objective was not to be explicitly communicated, rather woven into the fabric of the space through design and planning. This year long project showcases my strengths- conceptualisation, graphic design, interior design, research and story telling.

Education

L'Institut Supérieur des Arts Appliqués

Bangalore, India 2018-2022

Diploma of 4 years in Interior Architecture, Product and Environmental Design, awarded by LISAA in Paris.

Greenwood High International School

Bangalore, India 2014-18

Got awarded for being the highest scorer in the school for Art in both the 10th and 12th grade National Examinations.

GEMS Modern Academy

Dubai, UAE 2007-2014

Tools

Adobe Photoshop
Adobe Illustrator
Adobe After Effects
Figma
Procreate

Autocad
Shapr3D
Sketchup
MacOS

Soft Skills

Courses

Fundamentals of Digital Marketing, Google
Bamboo Workshop, Auroville
Clay Construction, Earth Institute, Auroville

Design

Digital Illustration
Brand and Vision Presentations
Wireframing and Mockups,
Concept Sketching
Design Research
Storyboarding

Dealing with ambiguity
Content and copy writing

Languages

English (Native)
Tamil (Advanced)
French (Intermediate)
Hindi (Beginner)
Arabic (Beginner)