

muskaan dhingra.

feel the warmth of a genuine smile

BFA in studio: Focus on Visual Communication Design
School of the Art Institute of Chicago

Creative and detail-oriented graphic designer with a fervent enthusiasm for the intersection of art and functionality. My passion lies in bringing visual narratives to life through innovative design solutions. With a keen eye for aesthetics and a commitment to user-centric approaches, I specialize in graphic design, typography, user experiences (UX), and package design.

work experience ■

Design Coordinator

South Asia Institute | 2024 – 2025

Promoted as the Design Coordinator I get the chance to **design original merchandise** for the brand while **leading a team of interns** to guide them toward the brand creative direction. I have the chance to work on exhibition projects with the designing of SAI's **promotional materials** covering a multiplicity of newer catalogue designs.

Merchandise Designer

State Street Souvenirs | 2021 – 2025

Gained experience in branding and product development in **creating merchandise** tailored to diverse demographics. It entails **market research**, **design conceptualization**, and **supplier coordination** to ensure high-quality production results. It helps invest in gathering first-hand customer feedback to **refine designs** and meet evolving market demands.

UI/UX on-board

Tovala | 2024

Tasked with creating a concept for getting someone who bought a Tovala oven through retail to sign up for our meal plan with the help of **Webflow**. It was a **design and marketing problem** the company was facing in bringing people to sign up with **minimal visible touch-points** to the user.

Design & Social Media Intern

South Asia Institute | 2023

Contributed to various aspects of the organization's **outreach and engagement** efforts. This included **conducting research** and assisting in the creation of **catalogues**, designing captivating content for **social media** platforms in a fast-paced environment, and analyzing engagement rates to optimize content strategies. Additionally, I provided support in planning and organizing events to complement current exhibits, ensuring seamless coordination and alignment with the organization's objectives.

Graphic Designer

Multicultural Affairs - School of the Art Institute of Chicago | 2023

I thrived in collaborative environments, working closely with diverse teams to assess visual design requirements and craft compelling **promotional materials** for departmental projects and events. My contributions extended to the development of **web and print materials** for Heritage Awareness programs, demonstrating a steadfast dedication to fostering diversity and promoting cultural appreciation throughout the institution with the **application of branding**.

skills ■

Adobe Indesign
Adobe Illustrator
Adobe Photoshop
Adobe XD
Adobe Dimension
Adobe Lightroom
Webflow
HTML & CSS
Figma
Rhinceros

more ■

Merit Scholarship SAIC

Contemporary Practices
Scholarship SAIC

Justyna Palka Memorial
Scholarship Nominee

Siragusa Gallery Display

SASA Student group- Brand
identity coordinator

Teaching Assistant

SAIC Leadership Award

AI Foundations Certified

Cybersecurity Foundations
Certified

leaving so soon?
let's stay in touch!

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