

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

Creative Director, Brand Strategy & Design

VMI Collective | Current

Led 13 complete **brand transformations** for a mix of emerging companies and heritage organizations, guiding projects from **research and strategy** through **visual identity, collateral, and launch**. Balanced modern design trends with **brand heritage** to create identities that felt both fresh and authentic. Collaborated with cross-functional teams, managed **design workflows**, and **directed creative execution** to ensure cohesive brand rollouts across digital, print, and **experiential touchpoints**, resulting in stronger **market positioning** and **audience engagement**.

Event Graphic & Experience Designer

Hewlett Packard (HP) - Adwoosh Marketing | 2025

As the sole designer for **Amplify 2025 India Session and India Dinner** in partnership with AMD, I developed a cohesive **visual identity and signage system** that enhanced attendee navigation and engagement. I designed **large-scale event signage, wayfinding graphics, digital displays, and immersive branding elements**, ensuring consistency across all touchpoints. Collaborating closely with stakeholders, vendors, and production teams, I oversaw the **fabrication and installation process**, ensuring all materials met design specifications and branding guidelines.

Design Coordinator

South Asia Institute | 2024–2025

In my role as Design Coordinator, I led the development of **exhibition signage, wayfinding graphics, and environmental branding** to enhance visitor experience. I managed a team of interns, guiding them in executing **design solutions that aligned with institutional branding and accessibility standards**. Additionally, I designed **print collateral, promotional materials, and museum-quality catalog layouts**, ensuring visual clarity and seamless navigation within exhibition spaces.

Merchandise & Experience Designer

State Street Souvenirs | 2021–2025

With a focus on **branding and product development**, I **designed merchandise and visual materials tailored to diverse audiences**. This role required **user research, iterative design, and supplier coordination**, ensuring that products not only met market demands but also delivered a **seamless customer experience**. By gathering real-time customer feedback, I refined product designs to **optimize user engagement and satisfaction with signages and marketing material placed strategically throughout the store**.

Graphic Designer (UX & Branding Focus)

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

Collaborating with diverse teams, I designed **promotional and educational materials** for cultural programming and institutional events. My work required **accessibility-focused UX/UI design**, ensuring that both **print and digital media** effectively engaged a broad audience. By incorporating **inclusive design principles** and **data-driven decisions**, I contributed to campaigns that fostered cultural appreciation and community engagement.

skills

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

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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