

# SUCHETA ANNA PUREDHY

## SENIOR GRAPHIC DESIGNER

630-881-6562

SANNAPUREDHY13@GMAIL.COM

CHICAGO, IL

SUCHETADESIGN.COM

## EDUCATION

Master Of Fine Arts in Graphic Design /  
Academy Of Art University — Dec 2015

Bachelor of Fine Arts in Graphic Design /  
Columbia College Chicago — May 2008

## SKILLS

- Advanced proficiency in Adobe Creative Suite (InDesign, Photoshop, Illustrator, Adobe Premiere, Dreamweaver), Microsoft Office Suite, and InVision.
- Strong graphic design skills with knowledge of layouts, graphic fundamentals, typography, and page layout.
- Deep understanding of modern web technologies design principles – working knowledge of how to translate mock-ups and sketches into final designs.
- Results-driven with an eye for the big picture and in-depth knowledge of graphic design, styles, and layout techniques.
- Experience working with front-end developers, copywriters and marketing teams.

## PROFESSIONAL SUMMARY

An experienced Graphic Designer with 10+ years of experience in creating creative solutions for digital and print to address brand and marketing initiatives across design studios and the e-commerce industry. Adept at conceptualizing innovative design concepts and translating them into compelling brand identities, print materials, and digital assets.

## EXPERIENCE

### SAGE TREE / ADVANTAGE SOLUTIONS FEBRUARY 2021 TO AUGUST 2023 / SENIOR GRAPHIC DESIGNER


- Developed exceptional e-commerce product page assets for premier Online retailers like Amazon, Target, Walmart, Diageo, and Instacart.
- Responsible for generating innovative concepts and captivating designs, ensuring high-quality deliverables. My responsibilities encompass a wide range of tasks, including creating 2D lifestyle renderings, infographics, and unique icons, as well as the enhancement of nutrition panels.
- Collaborated closely with the Design Manager in project execution, adeptly handling task delegation. Led projects and client communication during meetings.
- Collaborated with Management to address client requirements and expectations.

### PERKINS & WILL, CHICAGO, IL JULY 2016 TO APRIL 2020 / GRAPHIC DESIGNER

- Worked within 2D and 3D environments on marketing projects, strategy, identity, built environments, and experiences.
- Led the design and production of graphic marketing collateral, internal and client engagement presentations.
- Recommended ways of improving existing designs and systems based on brand and brand guidelines.
- Designed 50+ architecture brochures to educate clients about the company and what kind of buildings they designed.
- Created 2D wall art for Perkins & Will's interior design department.

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## EXPERIENCE

RED KANGAROO DESIGNS, CHICAGO IL  
APRIL 2014 TO JULY 2016 / GRAPHIC DESIGNER

- Drove business impact while working with marketing, sales and UX teams on branding and product development.
- Drove traffic and conversion for brands by collaborating with marketing teams to create ads and marketing campaigns.
- Leveraged understanding of design principles and printing procedures to generate creative material for pitches.
- Designed 40+ logos, stationery, packaging, and print materials for marketing across digital and print mediums.
- Used Adobe Creative Suite to develop bold new, emerging designs, and enhance existing concepts.

FREELANCE, CHICAGO & SAN FRANCISCO  
AUGUST 2008 TO APRIL 2014 / GRAPHIC DESIGNER

- Promoted innovation and brand recognition while designing for magazines and books.
- Designed logos, stationery, branding, and pamphlets.
- Oversaw package design for Wine Bottles and Salsa Jars that improved sales and brand awareness.
- Identified potential roadblocks with design projects and recommended creative solutions.

COLUMBIA COLLEGE CHICAGO, CHICAGO, IL  
NOVEMBER 2006 TO MAY 2008 / WEB SERVICES ASSISTANT

- Developed, maintained, and remodeled parts of the Library Website.
- Designed library monthly catalog to comply with corporate visual identity guidelines and usability best practices.