



swathi ghanta
4720 center blvd
apt 2803
long island city.ny 11109
t : 337.353.2967
e : swathi@swathighanta.com
w : swathighanta.com

education Savannah College of Art and Design (SCAD)
Savannah, GA
BFA, Graphic Design, June 2006

Pratt Institute
New York, NY
Graphic Design and Foundations Classes, Summer 2001

experience Victoria's Secret, New York, NY
Freelance Designer, August 2008-Present
• Designing catalog layouts

Glacéau, Whitestone, NY
Junior Designer, April 2007-July 2008
• Designed vitaminwater and smartwater point-of-sale and outdoor advertising
• Designed vehicles, vending machines, and wearables

Visionaire, New York, NY
Intern, February 2007-April 2007
• Designed proposals to potential sponsors of upcoming Visionaire issues
• Contributed to type variations for V Magazine and VMan
• Archived materials for Megazine exhibition book

TracyLocke, Wilton, CT
Art Director, August 2006-January 2007
• Designed recipe book to promote Stacy's Pita Chips® to leading restaurateurs
• Designed logos and icons for PepsiCo Foodservice initiatives
• Contributed ads and promotional collateral for restaurants using Pepsi products

Working Class Studio, Savannah, GA
Intern, Winter 2006
• Concepted, designed and produced nationally distributed items in an interdisciplinary design studio
• Worked extensively with hand screen printing in order to create prototypes for mass production as well as unique art pieces

MTV Creative Services, New York, NY
Intern, Summer 2005
• Designed signage for the Logo channel launch party and Comedy Central's Roast of Pamela Anderson post-party
• Collaborated on promotional t-shirt design for MTV Desi (a new channel directed towards young South Asian Americans)
• Contributed logo designs for various internal projects (including a joint MTV/BET Networks corporate logo)
• Contributed designs for publication ads, premiums, etc.

software skills Proficient in: Photoshop, Illustrator, InDesign
Familiar with: QuarkXPress, Dreamweaver, After Effects, Flash

traditional skills bookmaking, printmaking, screen printing, drawing, black and white photography, basic architectural drafting

honors + achievements
• Selected and participated in the "100 Top Design Students in the Country" portfolio review for the Art Directors' Club, New York, NY, Winter 2006
• Dean's List, SCAD (2002-2006)
• Academic Scholarship, SCAD (2002-2006)
• Selected and participated in the 24th and 25th International Young Designers' Exhibition (YODEX) poster projects organized by Taiwan Design Center World Trade Center, Taipei, Taiwan, Spring 2005
• Selected and participated in the Design College Expo (The Age of Design) poster project organized by Korea Institute of Design Promotion, CoEx Center, Seoul, Korea, Fall 2005
• Winning group entry for Lowcountry Huntington's Disease website, Savannah, GA, Winter 2003

organizations AIGA Member, 2003-Present; President (SCAD Chapter), 2004-2006
NY Cares Volunteer, 2008

conferences + lectures attended AIGA National Conference, Boston, MA, September 2005
TypeCon, New York, NY, July 2005
Lectures: Paula Scher, Stefan Sagmeister, Michael Bierut, Michael Gericke, Steven Heller, Massimo Vignelli, Alain Le Querrec, Matthew Carter, Wim Crowel