



**PRATIKA APPAIAH** | **EXPERIENCE DESIGNER**

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## DESIGN EXPERIENCE

**Scener** | **UX/UI Designer** | *Aug 2019 - Present*

Provides design support during development and execution of app screens. Executes a range of visual design elements from concept to final execution.

**Outdoor Living Brands** | **Contract Designer** | *Feb 2019 - Aug 2019*

Created design work including magazine spreads, mailers, email templates, brochures, and websites.

**Owen Design Company** | **Contract Designer** | *Oct 2017 - Oct 2018*

Created a range of visual design executions including logos, identity systems, mailers, flyers, brochures, email templates, editorial illustrations, websites, icons, maps, infographics, and promotional merch.

**CannonDesign** | **Environmental Designer** | *Feb 2016 - Aug 2017*

Graphic design work for clients in healthcare, hospitality, and higher education. Worked on projects including identity systems, exhibit signage, wayfinding, infographics, and large-scale graphics.

**NOVA Studio** | **Graphic Design Intern** | *Aug 2014 - Jan 2016*

Graphic design work for non-profits in Northern Virginia. Work included logos, brochures, flyers, short videos, and posters.

**Dahlia Design** | **Interior Designer** | *Dec 2013 - Jul 2014*

High-end residential interior design work and project management. Responsibilities included drafting, 3D renders, FF&E selections, and purchase orders.

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## EDUCATION

**VCU Brandcenter**

M.S. Experience Design  
2018 - 2020

**Virginia Commonwealth University**

BFA Interior Design, Minor: Painting  
2008 - 2012

## SKILLS

**3D Modeling, Branding, Hand Lettering, Illustration, Journey Mapping, Painting, Printmaking, Product Design, Rapid Prototyping, Service Design, Typography, User Research, UX/UI Design**

## TOOLKIT

**Adobe Suite | Cinema 4D | Final Cut Pro | InVision | Sketch**