

# PRATIKA APPAIAH

Experience Designer | pappaiiah.com | pratika.appaiiah@gmail.com | 571 - 234 - 7345

## EDUCATION

### **vcu brandcenter**

*graduation: may 2020*

M.S in Business + Branding  
Track: Experience Design

### **virginia commonwealth university**

*2008-2012*

BFA in interior design  
minor: painting

## SKILLS + TOOLS

adobe cc  
autocad  
design thinking  
hand lettering  
illustration  
invision  
journey mapping  
painting  
printmaking  
prototyping  
revit  
sketch  
typography  
ux/ui design  
ux research

tika

## DESIGN EXPERIENCE

### **freelance graphic designer and illustrator**

*december 2013-present*

logos, identity systems, mailers,  
flyers, brochures, email templates,  
editorial illustrations, websites,  
icons, maps, promos, and infographics  
clients include: owen design company,  
caboose brewing, kiplinger finance  
magazine, john romeo associates,  
gotab, taskfit, etsy businesses, deloitte

### **modsy**

style advisor  
*august 2017-present*

interior styling and modeling of 3D  
renderings for residential interiors

### **cannon design**

environmental graphic designer  
*february 2016-august 2017*

identity, wayfinding, exhibit signage,  
and large-scale graphics for clients  
in healthcare, hospitality and higher  
education industries

### **nova studio**

design intern  
*january 2015-january 2016*

pro bono work for non-profit  
clients in northern virginia.  
projects include logos, brochures,  
flyers, short videos, and posters

### **dahlia design**

junior designer  
*december 2013-july 2014*

residential interior design work for  
high-profile clients. primarily focusing  
on drafting and rendering, FF&E  
selections, project management,  
and purchase orders

### **perceptions interiors**

design intern  
*december 2012-may 2013*

project managing, staging, FF&E  
selections, space planning, drafting  
of floor plans, rendering, research,  
and assisting with installations

## HONORS + AFFILIATIONS

### **brandcenter representative**

richmond, va  
*2018-2020*

elected brandcenter student body  
representative for the experience  
design track

### **how design magazine**

www.howdesign.com  
*april 2016*

portfolio and resume featured in  
article "11 resume designs with  
slick personal branding"

### **society for experiential graphic design (segd)**

washington, d.c.  
*member, 2016-2017*

### **american institute of graphic arts (aiga)**

washington, d.c.  
*member, 2015-2016*

### **international interior design association (iida)**

richmond, va  
vcu chapter treasurer  
*2010-2012*

### **vcu undergraduate fine arts exhibition**

richmond, va  
anderson gallery  
*april 2009*

stop motion film and painting  
featured in student exhibit