

Sree Teja Kalakota

Brand & Product Designer

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Work Experience

Stealth Startup – Product Designer

JUNE 2024 – PRESENT | AUSTIN, TX

Working with a small team of passionate AI Engineers in building a AI powered SaaS product. I created Logo and color guide for the startup. My role is to understand our clients' needs and cater to their specific needs through workshops, prototyping and user testing before shipping the product to our engineers. I am also helping to build a design system and design community within the company to meet up with teams from around the world.

Carolinas Psychiatrics Institute – UI Designer

INTERNSHIP | DECEMBER 2023 – MAY 2024 | CHARLOTTE, NC

Worked alongside developers, I redesigned a landing page to make it more engaging and focused on storytelling, helping the business grow. I created detailed design prototypes, added visuals and animations to make it look appealing, and made a 2D animated demo to explain the product in a simple way. This helped improve the overall experience for users and made the product more memorable.

Aditya Mehta Foundation – Visual Designer

OCTOBER 2017 – FEB 2021, INDIA

Created high-quality motion graphics for marketing campaigns to help onboard members to a sports club. I led a team to build a design system that strengthened brand identity and kept everything consistent across franchise materials. I also designed a onboarding app for people with disabilities at a parasport academy, making it more accessible. I worked closely with outside vendors to make sure all visuals matched the brand's style.

IEEE India Council – Graphic Designer

APPRENTICESHIP | MAY 2019 – MAY 2020, INDIA

Researched new design trends and used them to improve our visual design approach. I shared insights with my team to help everyone keep improving our work. I also collaborated with 12 IEEE sections and student chapters at top universities across India to stay connected and engaged with the community.

Graphic Design Freelance

MAY 2017 – PRESENT

As a self-employed entrepreneur, I help clients with their branding, from logos to designing their website to marketing. I offer a broad variety of services with a particular focus on product branding.

Objective

Creative and data-driven marketing professional with a talent for transforming ideas into impactful digital campaigns and promotional materials. Recognized for a collaborative, authentic approach in working with teams and clients, bringing both creative insight and marketing expertise.

Education

University of Texas at Austin

MASTER'S DEGREE IN VISUAL & UX DESIGN

As part of my Master's Coursework, I created a mobile application that **encourages people to handle effective trash management**.

JNTU Hyderabad

BACHELOR'S DEGREE IN COMPUTER SCIENCE

I worked as a visual designer for college magazine for 6 editions.

Skills

Design : Web and UI Design • Design Systems • Graphic Design • Branding • Prototyping • wireframing • Low to High-fidelity Design • Print & Digital Design • Motion Graphics • Data Story Telling • Logo design • Branding Principles

Proficient : Figma • Adobe Photoshop • Adobe Illustrator • Adobe After Effects

Intermediate : Adobe Premiere Pro • Adobe InDesign • Blender

Appreciations

IBM

ENTERPRISE DESIGN THINKING CERTIFICATION

IEEE INDIA COUNCIL

IEEE COVID MOVE APPRECIATION