

Bhavna Ganesan

Graphic Designer | ganesan.bhavna@gmail.com | linkedin.com/in/bhavna-ganesan | bhavnaganesan.com

Experience

LINES New York

Graphic Design Intern | Dec 2023 - March 2024

- Collaborated with the in-house marketing team to create graphic promotional materials for artist spotlights, pop-up events, and New York Fashion Week show
- Created 4 graphic advertising campaigns for both print and digital format; refined and applied existing branding system

Herter Design Group

Graphic Design Intern | Sep 2023 - Dec 2023

- Assisted principals with environmental design projects ranging from exhibitions to signage and wayfinding systems
- Developed client presentations showcasing design concepts through various project stages
- Conducted research and presented strategy

Graphic Design Senior Showcase '23

Booklet & Event Committee Chair | Nov 2022 - June 2023

- Coordinated with other committee chairs and faculty to continue the ongoing annual success of the showcase
- Directed team of 5 designers to create and produce a 60+ page printed booklet maintaining a unique brand identity
- Collected and edited all copy for the booklet

Pennoni Honors College

Lead Designer | Sep 2022 - June 2023

- Designed posters, logos, website assets, merchandise, and social media graphics for all departments of Pennoni Honors College
- Designed Drexel University's 2022 inaugural report for print and digital format: 24-page booklet including illustration, photography, and quantitative data visualized into charts and graphs

Longwood Gardens

Designer | July 2022 - Nov 2022

- Collaborated with a group of 12 other designers to create two sets of garments to be displayed during annual holiday showcase
- Created gowns and accessories entirely out of preserved botanicals

The Smart Set

Art Director, Copyeditor | March 2022 - Sep 2022

- Illustrated and edited articles, published biweekly in magazine
- Designed the publications quarterly zine and additional swag items
- Directed social media rebrand for Instagram channel and website

Education

Drexel University | 2023

Major - Graphic Design, Bachelor of Science
Minor - Writing, Art History
Certificate Program in Writing and Publishing
Cumulative GPA - 3.89, Magna Cum Laude

Honors and Awards

GDUSA Student to Watch Nominee

Westphal College, Drexel University | 2023

Graphic Design Scholarship

Department of Performing Arts, Drexel University
2021 - 2023

Dean's List

Drexel University | 2019 - 2023

STAR Scholar

Drexel University | 2020

Westphal Portfolio Scholarship

Drexel University | 2019 - 2023

Founder's Scholarship

Drexel University | 2019 - 2023

Software and Skills

Software

Adobe Creative	Miro
Sketch	GitHub
Figma	Excel
VS Code	Wordpress

Skills

Art Direction	HTML, CSS
Digital Marketing	Branding
Illustration	Copywriting/ editing
Painting	Publication
Wireframing	Typography
Prototyping	Product Design