



VIONA BATAVIA

Industrial Designer

I'm an industrial designer who enjoys borrowing, blending, and wandering across disciplines, where the best ideas often live in the in-between. Growing up between different cultures made me adaptable, so shifting environments, perspectives, and ways of thinking feels natural.

Portfolio : <https://www.vionabatavia.com>

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EDUCATION

1. Savannah College of Arts and Design (2023–2027)

B.F.A Industrial Design GPA: 3.86

- Relevant course work: Packaging Design, Design Visualization, Human-Centered Design, Branding, Visual Storytelling, Color Theory, Ergonomics, Form and Function, Product Sketching.

PROFESSIONAL EXPERIENCE

1. Lowes x SCADpro , Atlanta GA

Mar2025–jun2025

Industrial design Intern

- Conducted large-scale user research (interviews, surveys, benchmarking) with 300+ participants to uncover emotional and functional pain points in retail environments.
- Translated consumer insights into experience-driven product concepts, service blueprints, and system-level design strategies.
- Developed 20+ user personas to guide concept ideation, storytelling, and design direction.
- Created CAD models and high-fidelity prototypes for physical product systems including shelving, checkout, and wayfinding. Collaborated with multidisciplinary teams to align design intent, usability, and feasibility, reinforcing consumer-centric decision-making.

2. Freelance Designer , Remote

Jan2024–Present

- Designed cohesive packaging systems for consumer products, balancing form, function, and brand expression.
- Built and refined CAD models in collaboration with engineers to ensure Design for Manufacturing (DFM) and production feasibility.
- Developed visual storytelling assets and presentation decks inspired by lifestyle trends, youth culture.
- Delivered production-ready 3D-printed prototypes and presentation visuals for client review and iteration.

3. Labh Software, Mumbai

Jun24–Aug2024

Product Designer

- Led a brand refresh, including logo redesign, packaging assets, and visual identity systems.
- Designed a brand-forward website that increased user engagement and market visibility by 50%.
- Collaborated cross-functionally to align product branding, digital storytelling, and design strategy.

EXTRA CO-CURRICULAR

1. IDSA SCAD Atlanta (Industrial Design Society of America)

Aug2025–Present

Co-founder

- Structured and led core teams (events, social media, graphics, and outreach) to establish a strong foundation for the chapter and ensure seamless collaboration.
- Organized interdisciplinary workshops and networking events that foster dialogue, visibility, and cross-disciplinary learning within the broader design community.

2. Indian Bee Collective (IBC), SCAD Atlanta

Jun2024–Present

Event Director

- Successfully managed end-to-end planning, budgeting, and execution of large-scale cultural events, including Holi and Diwali, with a peak attendance of 250+ people.
- Directed strategic collaboration and sponsorship efforts to secure resources and enhance event visibility for the collective.

SKILLS

- **Brand & Graphic Design:** Brand Identity Systems, Packaging Design, Visual Storytelling, Storyboarding, Layout Design.
- **Industrial Design Process:** Design Thinking, Concept Development, Sketching, Ideation, CMF & Color Theory, and Rapid Prototyping, Manufacturing methods, CMF.
- **Tools:** Adobe Illustrator, Photoshop, InDesign, Adobe XD, Rhino, SolidWorks, and KeyShot.
- **Collaboration:** Cross-Functional Teamwork, Attention to Detail, Iterative Design, and Trend Research.

AWARDS AND CERTIFICATIONS

- Project Loop- IDEA Awards Finalist 2025, European Design Awards 2025
- Foundations of User Experience, Google
- Start the UX Design Process - Empathize, Define and Ideate , Google.
- Adobe Certified - Visual Communication in Photoshop
- Deans List Honors - 2024–Present