



VIONA BATAVIA

“ 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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SKILLS

- **Brand & Graphic Design:** Brand Identity Systems, Packaging Design, Visual Storytelling, Storyboarding, Layout Design, Retail Experience 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, Artios CAD, FormZ.
- **Collaboration:** Cross-Functional Teamwork, Attention to Detail, Iterative Design, Trend Research, Multi-department collaboration.

AWARDS AND CERTIFICATIONS

- Project Loop- IDEA Awards Finalist 2025, European Design Awards 2025
- Project PackD, Liora - European Product Design Awards 2026.
- Adobe Certified - Visual Communication in Photoshop
- Deans List Honors - 2024-Present

EXTRA CO-CURRICULAR

1. IDSA SCAD Atlanta

Co-founder

Aug2025-Present

- Structured and led core teams (events, social, 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, SCAD Atlanta

Event Director

Jun2024-Jun2026

- 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.

EDUCATION

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

B.F.A Industrial Design GPA: 3.86

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

PROFESSIONAL EXPERIENCE

1. Currently at: Smurfit Westrock, CA

Sept2026-Present

Packaging and merchandising displays intern

- Designed innovative structural packaging and display solutions for Wella Professional, NYX Cosmetics, Clean Skin, and Sun Bum, maintaining elevated brand aesthetics while ensuring production feasibility, cost alignment, and manufacturability across corrugated systems
- Collaborated cross-functionally with graphics teams to evolve packaging systems, integrating CMF strategy (color, material, finish) into structural design to ensure consistency and visual impact across retail formats and brand touchpoints
- Designed POGs, assembly sheets, and detailed handoff documentation for retailers and assembly teams; reviewed prototypes and samples to ensure design accuracy and high-quality execution across multiple concurrent brand projects

2. The Coca-Cola Company, Atlanta GA

June2026-August2026

Global Design Intern

- Worked under Shopper & Retail Experience Design to develop scalable retail systems, translating brand and product messaging across physical touchpoints while aligning the needs of The Coca-Cola Company, bottlers, and retail environments.
- Led the design strategy and end-to-end experience development for Coca-Cola's Milan Design Week 2027 presence, defining spatial zones, narrative flow, visitor interactions, and emotional touchpoints to position the brand within Milan's design landscape.
- Supported the 1886 Pop-Up in Battery Atlanta, collaborating across design, production, and business teams to navigate approvals, fabrication, and execution from concept to real world projects.

3. Wisdom Eyewear, Atlanta GA

March2026- June2026

Accessories Design Intern

- Developed innovative eyewear frame concepts balancing form, function, manufacturability, and production feasibility; translated local cultural narratives into wearable product storytelling that informed design direction.
- Designed packaging and unboxing experiences tailored to each collection, leveraging CMF (color, material, finish) strategy.
- Produced refined CAD models and detailed design documentation to communicate intent and support production discussions with manufacturers.

4. Lowes x SCADpro, Atlanta GA

March2025-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 and collaborated with multidisciplinary teams to align design intent and feasibility.