

VIONA BATAVIA

Industrial Designer

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EDUCATION

Savannah College of Arts and Design, Atlanta

(2023-2027)

Bachelor's of Fine Arts in Industrial Design

Relevant course work: Packaging Design, Structural Design, Materials & Processes, Design Visualization, Human-Centered Design, Branding, Visual Storytelling, Color theory, Ergonomics, Form and Function.

PROFESSIONAL EXPERIENCE

1. Lowe's x SCADpro , Atlanta GA

Mar2025-jun2025

Industrial Design Intern

- Led user-centered research (interviews, surveys, competitor benchmarking) with over 300 participants to inform an experience-first design strategy and map emotional pain points.
- Developed 20+ detailed user personas and service blueprints to drive the creation of physical product systems (checkout, shelving) modeled using CAD for high-fidelity prototyping.
- Created a comprehensive strategy leveraging design and user research to integrate customer engagement, loyalty programs, wayfinding, immersive in-store experience, and customer loyalty.
- Translated research findings into design directions, experience principles, and concept frameworks aligned with future-facing consumer needs.

2. Freelance Designer, Remote

Jan 2024-present

- Designed cohesive packaging systems for Archivedpaper, developing packaging for books, journals, and gift boxes that balanced functionality and aesthetic appeal.
- Collaborated directly with engineers to refine CAD models and ensure Design for Manufacturing (DFM), resulting in production-ready 3D printed solutions.
- Developed tailored apparel graphics and created presentation-ready storytelling assets inspired by pop culture, youth trends, and visual identity systems.

3. Labh Software, Mumbai

Jun2024-Aug2024

Product Designer

- Developed a refreshed brand identity through logo redesign and packaging assets, translating company values into a bold, modern visual mark.
- Designed an intuitive, high-impact website that improved user engagement and boosted market presence by 50%.
- Collaborated with cross-functional teams to align product branding, digital storytelling, and design strategy.

EXTRA CO-CURRICULAR

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

May2025-present

Co-founder

- Structured and led core teams (Events, Social Media, Graphics, 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

- 3D CAD & Prototyping: Rhino, Keyshot, Solidworks, High Fidelity Prototyping (physical & digital).
- Visual Storytelling: Illustrator, Photoshop, InDesign, Adobe XD, Sketching, Rendering, Storytelling, Packaging Design.
- Materials, CMF & Packaging Strategy: Color Theory, Material Exploration, Service Design.
- Collaboration & Process: High-trust collaborator, Iterative design, Attention to detail in both design execution and documentation, Flexible and adaptable to evolving project goals, Proactive and always a learner.