

VIONA BATAVIA

Industrial Designer

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EDUCATION

Savannah College of Arts and Design, Atlanta
Bachelor's of Fine Arts in Industrial Design

(2023-2027)

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.