Arati Iyer

Visual Storyteller. Strategic Thinker.
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BRAND IDENTITY · **DIGITAL CAMPAIGNS** · **PRESENTATION DESIGN** · **MOTION GRAPHICS** · **PRINT DESIGN** · **PACKAGING DESIGN**

Blackbaud
Senior Principal Brand Designer

CHARLESTON, SC
Sep 2017–Present

Principal Graphic Designer
Dec 2019–Nov 2021

Brand Communications Manager
Sep 2017–Nov 2019

- Elevated Blackbaud's global brand experience as a key player in its in-house Brand Creative Studio, in close collaboration with the Marketing team.

- Spearheaded Blackbaud's brand color palette refresh with a focus on meeting accessibility goals, aligning with brand strategy, and improving governance.

- Amplified Blackbaud's brand expression across multiple channels, including digital ads, social posts, and email campaigns. Key campaigns include the 2020 Social Responsibility Report, 2020 Masterbrand campaign, and 2021 GivingTuesday.

- Created a visual strategy to position Blackbaud as a leading cloud software provider with high-impact vertical pitch decks for frontline Sales teams, in partnership with Brand Strategy and Brand Enablement.

- Transformed Blackbaud's presentation design capabilities by building a robust PowerPoint template system for employees—including self-serve libraries for frequently-requested assets, such as icons, awards, and images—saving hundreds of hours of time and effort for 3,000+ global employees.

- Designed engaging mainstage presentations for Blackbaud's executive leadership at bbcon, Blackbaud's annual tech conference, from 2017–2021. Leveraged motion graphic skills to seamlessly transition from in-person to virtual bbcon in 2020, reaching 38,000 registered viewers from 70 countries.

- Collaborated with UX Design to maintain a cohesive and consistent brand experience between Marketing and Product.

Yale IT Services
Graphic Design Specialist

NEW HAVEN, CT
Aug 2015–Dec 2016

- Designed and implemented event branding for the 2015 and 2016 Yale Technology Summit—a celebration of innovative and emerging technologies for teaching, research, and entrepreneurial activities at Yale University and beyond. Creative assets included event identity, wayfinding signage, room schedules, and video walls.

Brand Union
Senior Design Director

BANGALORE, INDIA
Jul 2008–Dec 2013

Design Director
2009–2010

Senior Designer
2008

- Led a team of seven designers to create enduring brands for more than 15 industry leaders across multiple sectors, including Financial Services, F&B, Media, IT, Infrastructure, and Hospitality. Key clients included PepsiCo, GlaxoSmithKline, and Larsen & Toubro Financial Services.

- Delivered impactful design solutions for the complex Indian market, including developing comprehensive brand identity systems from concept to execution— with detailed brand guidelines for print, signage, and digital assets.

- Built strong client relationships by listening to and anticipating client needs, aligned creative decisions with business goals, and prioritized and multitasked between different projects and deadlines.

Idiom Design & Consulting
Senior Graphic Designer

BANGALORE, INDIA
Apr 2007–May 2008

- Designed and implemented large-scale, branded retail experiences in collaboration with engineers, architects, and interior designers at India's largest multidisciplinary design firm. Key projects included HomeTown, a first-of-its-kind lifestyle store, and Manipal Cure&Care, an innovative retail healthcare format.

MTV India and VH1 India
Art Director

MUMBAI, INDIA
Mar 2005–Mar 2007

- Produced on-air graphics that reached millions of viewers across India in collaboration with industry-leading producers and editors.
- Thrived in a high-pressure media environment, delivering creative work with low budgets and tight deadlines.

100 Watts Design Studio
Co-founder and Partner

KOLKATA, INDIA
Mar 2003–Feb 2005

- Co-founded Kolkata's first female-led graphic design studio, with a mission to support Kolkata's rich heritage of artists and printmakers through thoughtful design solutions that celebrated local community.

National Institute of Design
Bachelor of Design in
Communication Design

AHMEDABAD, INDIA
2003

- Graduated from India's premier design institute, ranked #24 of the top 30 best art and design schools in the world by Ranker.com in 2019.

Interests

Voracious Reader
Enthusiastic Traveler
Novice Knitter
Experimental Cook

Software

EXPERT

Pen and Paper
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Microsoft PowerPoint
Apple Keynote

INTERMEDIATE

Adobe After Effects
Bannersnack

BASIC

Adobe Premiere Pro
HTML5, CSS3
Sketch

Languages

English
Hindi
Tamil