

SHREEYA JOSHI

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EDUCATION

North Carolina State University — College of Design

Expected May 2028

B.A. Graphic and Experience Design · Minor, Business Administration

EXPERIENCE

Marketing Design Intern | Two Sparks Digital (Remote)

Apr – Jun 2026

- Designed email, SMS, and social creative for multi-location fitness and wellness franchise brands (UFC Gym, Crunch, The Little Gym), building each asset to client brand guidelines.
- Used engagement heatmaps from prior campaigns to identify where readers focused, restructuring email hierarchy and CTA placement around those patterns.
- Reviewed campaign performance data with Directors and iterated on creative based on results.

Communications & Design Intern | NC State QEP Packways

Oct 2025 – Present

- Developed the information architecture and user flow for the Packways website, transforming a 153-program spreadsheet into a filterable directory students could navigate without prior knowledge of program names.
- Designed brand-compliant graphics, flyers, and digital campaign assets under NC State brand identity guidelines.
- Produced photo and video content from campus events and student interviews for Instagram, LinkedIn, and the Packways site.
- Supported social media campaigns across research, content development, and implementation.

Product Designer | ShelterPartner

Jul – Sep 2025

- Led the UX redesign of ShelterPartner as the sole designer on the team, restructuring dense operational datasets into workflows shelter staff could move through quickly.
- Reduced friction in frequent management tasks by streamlining navigation and prioritizing fast access to the tools staff use most; designs implemented by the development team.
- Returned in a second design phase to rework the grouping feature and reorganize the platform's metadata structure, refining the original system.

Graphic Design Intern | Arts NC State

Jan – Apr 2025

- Designed a tarot card concept series representing each department within Arts NC State, developed as a merchandise and brand identity exploration.
- Created marketing, branding, and social assets for departmental initiatives and events in Adobe Illustrator, working within institutional brand standards.

CERTIFICATIONS & SKILLS

Certifications Google UX Design Professional Certificate, Coursera (2025) · Generative AI, IBM (2026)

Design Figma, Adobe Illustrator, Photoshop, InDesign, Canva, Procreate

UX Information architecture, user flows, wireframing, prototyping, usability principles

AI Tools Claude Design; AI-assisted web development, prototyping, and IA exploration

Marketing Email campaigns, social media strategy, brand systems, video editing

AWARDS

General Assembly Show, NC Legislative Building — 1 of 2 artists selected for the Raleigh region; year-long installation.