

Indira Abhyanker

Digital designer born and raised in Cupertino, CA

Portfolio ↗

abhyanke@usc.edu ↗

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ABOUT ME

Detail-oriented digital designer with a passion for building strong brands and crafting engaging digital experiences.

Currently seeking digital design roles.

EDUCATION

University of Southern California

Graduating May 2026

B.S. in Business and Design
emphasis in Artificial Intelligence

SKILLS

Graphic Design	Content Strategy	Motion Graphics
UI/UX Design	Brand Marketing	Video Editing
Product Design	Illustration & Art	Storytelling

TOOLBOX

Figma	InDesign	Midjourney
Photoshop	Procreate	OpenAI
Illustrator	Lightroom	Firefly

INTERESTS



WORK EXPERIENCE

Procter & Gamble

Digital Design Co-op (Summers '24 '25) MAY 2024 – NOW

Created engaging branded content for Charmin, Bounty, and Puffs across social media platforms and websites.

Led the first AI integration case study for P&G Design and presented recommendations to senior leadership.

Developed and maintained brand guidelines to ensure consistency across all digital assets and marketing materials.

Utilized Adobe CC to design and prototype digital assets, ensuring visual consistency and alignment with brand objectives.

SOSHE Beauty ↗

Digital Brand Designer MAR 2023 – MAY 2025

Managed social media and designed engaging Instagram posts, stories, and marketing content to drive brand awareness.

Developed and maintained the brand's website and led the creation of high-converting landing pages for ad campaigns.

Created comprehensive brand guidelines to ensure design consistency across all digital and print assets.

Trademarkia.ai ↗

Artificial Intelligence Design Intern JAN 2025 – MAY 2025

Designed interfaces and marketing graphics for an AI-powered platform that simplifies complex legal information.

Nora Music ↗

Digital Product Designer MAR 2023 – JUN 2023

Designed the entire app from concept to completion, including branding, marketing content, and Figma prototype.