अरियन चंद्रा
Arian Chandra

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San Francisco, CA

Education

Lehigh University

2019 - 2024

B.A. Industrial & Graphic Design

Minors in Japanese Language and Apparel Design.
Major GPA: 3.5.

Recognition

Graphis New Talent

Honorable Mention, 2024
City of God film poster

Undergraduate Research Grant

College of Arts & Sciences
Lehigh University, 2024

Dean's List

2023, 2024

Tools

Design and fabrication

Figma, Illustrator, Photoshop, InDesign, Lightroom and Fusion 360. Laser cutting, 3D printing and woodshop certification.

Productivity and AI

M365 Suite, Claude, ChatGPT, GitHub Copilot and Codex.

Design Methods

Typography and layout, information design, concept development, iterative prototyping, material exploration and surface finishing.

Design Portfolio

arianchandra.com/design

Selected Design Work

Hiragino Sans type specimen book

Typography and editorial design | Academic project

Designed a type specimen book in Adobe InDesign, using typographic spreads to explore Hiragino Sans and its history and versatility. Owned the book design through the finished, professionally printed and bound object.

View book and spreads

City of God film poster

Typography and illustration | Academic project

Developed a poster combining typography, illustration and original artwork. Explored visual directions through draft studies and owned the final composition. Received an Honorable Mention in the Graphis New Talent 2024 Awards.

View poster and studies | Graphis award

Flat-pack chair

Furniture design and prototyping | Collaborative academic project

Co-developed a chair with a partner using a single sheet of OSB. The shared process included more than 30 laser-cut cardboard prototypes before a full-scale, waterjet-cut version. Worked within material and packaging constraints while iterating on asymmetry, support and assembly.

View chair and process

Surface and form study

Physical form and finishing | Academic project

Hand-shaped a polyurethane foam form through carving and sanding, followed by resin, primer, paint and clear coat. Refined the form and surface finish through an iterative making process.

View form and finishing process

Any Second Now

Kinetic sculpture | Academic project

Created a paint-dispensing sculpture exploring anticipation and the perception of time. Used the unpredictability of when and where paint would fall, and when it would run out, as the basis of the experience.

View sculpture and concept

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Leadership Experience

Saxbys

Team Lead

Bethlehem, PA
October 2022 - October 2023

Coordinated a team in a fast-paced cafe, balancing staff responsibilities, beverage preparation and attentive customer service.

Hassett Ace Hardware

Supervisor

Palo Alto, CA
August 2020 - May 2021

Promoted to supervisor within three months. Led weekly team meetings, delegated work and supported customers on the sales floor.

Coordinated inventory and cash handling, maintained store reporting and represented staff perspectives in management meetings.

Strategy Methods

Discovery interviews, workshop facilitation, research synthesis and verification, use-case and value mapping, future-state journey design, executive storytelling and cross-functional coordination.

Independent Practice

Painting and songwriting explore composition, iteration and visual judgment.

Independently develop and prototype software and apps, primarily using Codex, alongside Figma.

Painting portfolio

Music: paperplasticmetal.net

Design portfolio

Professional Experience

Adobe

Digital Strategy Analyst - High Tech & Manufacturing

San Francisco, CA | April 2025 - Present

Work with enterprise customers and senior executives on business priorities and digital objectives. Own research, discovery interviews, workshops, synthesis, recommendations and presentations across customer engagements.

Strategy and team coordination

Map business use cases, value and future-state journeys across B2B acquisition, marketing workflows and operating models. Coordinate sales, value engineering, architecture and solutions consulting around shared customer insights and a coherent engagement strategy.

Journey design and interactive presentations

Developed an end-to-end small-business acquisition journey for an enterprise technology customer, covering targeting, purchase, migration and cross-sell. Began with a structured process-flow document, then refined scenarios, personas, touchpoints and diagrams through feedback.

Created interactive HTML/CSS microsites using AI-assisted development tools to bring detailed customer journeys to life. The format supports deeper exploration of use cases and product capabilities during presentations and as a leave-behind.

Executive storytelling and research

Refine presentation narratives, diagrams and slide layouts to connect complex recommendations to executive priorities. Present to senior marketing and finance leaders. Develop research on small-business acquisition; cross-check AI-assisted findings against additional sources and internal product knowledge.

Adobe

Digital Strategy Intern - Public Sector

San Francisco, CA | Summer 2024

Developed a framework for evaluating trustworthiness in digital government services. Led client readouts assessing digital presence and presenting Adobe recommendations.

Zuora

RevOps Intern

Tokyo, Japan | Summer 2022

Created a KPI dashboard for department leaders. Designed a 40+ page analysis of NPS, sales, churn and industry trends; presented findings to Japan leadership, the president and CRO.