

I sketch. I explore and ideate.

I help brands and businesses stand out and connect.

With 4 years of professional experience, my work ranges from architecture & interior design to retail & brand experience design.

[Link to my portfolio](#)

**Sai Vishnu Tej Batchu** | [vishnutej23@gmail.com](mailto:vishnutej23@gmail.com) | +1 (626) 394-8539 | Pasadena, CA

## Education

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ArtCenter College of Design, Pasadena, CA

Sep 2024 - Apr 2026

**M.S. Spatial Experience Design**

Grade : 3.8 / 4.0

Visvesvaraya Technological University, Bengaluru, India

Aug 2015 - Jul 2020

**Bachelor of Architecture**

## Skills

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- Design research, conceptualization, iterative sketching, 3D modelling, prototyping, and visualization.
- Software competencies: Rhino, AutoCAD, SketchUp, Twinmotion, Unreal Engine, Adobe CS.

## Experience

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**Hewlett Packard Enterprise**, Sunnyvale, CA

Jun 2025 - Aug 2025

**Architectural & Interior Design Internship**

- Worked at the intersection of workspace and brand experience design.
- Led the conceptual design of customer-facing touchpoints at the Juniper Networks headquarters in Sunnyvale, CA.

**Landor**, India

Feb 2023 - Jul 2024

**Retail & Spatial Experience Designer**

- My focus primarily revolved around crafting immersive brand experiences.
- Developed brand strategies, crafted visual narratives and material palettes to define distinctive retail languages that enhance spatial storytelling.

Notable projects include:

- Concept proposal for Colgate's brand-led workspace experience at its Mumbai headquarters.
- Concept proposal for Huawei's flagship store in Xi'an's CCBD.
- Retail experience for BIBA (women's clothing brand) featuring an integrated café space.
- Brand experience touchpoints for The Coca-Cola Company and Nescafe.
- Brand strategy and retail design principles for Croma (consumer electronics brand).
- Retail adaptations for multiple Dell exclusive and gaming stores across India.

# Experience

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**Madlab Design and Innovation, India**  
**Architect & Designer**

*Feb 2022 - Jan 2023*

- Worked with a multidisciplinary design team at the intersection of spatial experience and product design to create integrated customer journeys and retail experiences.
- My role involved iterative sketching, critical design thinking, and developing spatial solutions.

**Taliesyn Design and Architecture, India**  
**Junior Architect**

*Oct 2020 - Nov 2021*

- Led the conceptual design and construction phases for multiple projects across southern India, some of which were recognized by design publications for their simplicity and material expression. ([Link to publication](#))

**Vevra Group, India.**  
**Architectural Intern**

*Oct 2020 - Nov 2021*

- Assisted in managing projects for mid- to large-scale industrial facilities, focusing on design development and preparation of working drawings.

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