

Chandhanarao Lingampally

Savannah, GA | +1 (912) 341-9227 | chandhanarao2904@gmail.com

[Portfolio](#) | [LinkedIn](#)

Education

Savannah College of Art and Design (SCAD) – Savannah, GA

MFA in Design Management – GPA: 3.8 | June 2023 - Aug 2025

Focus: Innovation, Strategic Management, Design Research, Creative Leadership, and Project Implementation

Jawaharlal Nehru Architecture and Fine Arts University – Hyderabad, India

B. Design in Interior Design – GPA 3.5 | Sep 2016 – Jun 2020

Experience

Research Assistant (Insights & Analysis)

SCADask | Savannah, GA | Nov 2023 – Present

- Conducted targeted research and complex data analysis, generating actionable insights for business and design leaders.
- Developed engaging data visualizations for strategic reports, improving comprehension of complex data by 40%.
- Collaborated with cross-functional teams to align research objectives, resulting in a 25% increase in project efficiency.

Project Manager (Strategic Design)

SCADpro x CBS Sports Network | Savannah, GA | Sep 2024 – Nov 2024

(SCADpro is a collaborative design studio connecting current and future art and design professionals with business leaders to solve real-world challenges.)

- Reimagined the office space to encourage an immersive and inclusive work environment, enhancing employee engagement and client experience through strategic spatial planning and brand integration.
- Led a cross-disciplinary team to research brand identity, industry trends, and design precedents for informed decision-making.
- Developed data-driven recommendations by analyzing user behavior, conducting competitive research, and applying design thinking methodologies to ensure solutions were both innovative and functional.

Design Research Lead

SCADpro x The Coca-Cola Company | Savannah, GA | Mar 2024 – May 2024

- Redesigned café concept for major retail chain, incorporating a modular system for flexible layouts across various store sizes.
- Developed customer-centric design catering to four distinct personas, enhancing overall customer experience.
- Introduced innovative features including simplified kiosk ordering, a cart table, and a service tray to improve efficiency.
- Created a cohesive brand identity with sustainable packaging, in-store signage, and a mascot to increase engagement.

Interior Designer

Ameya Design Pvt. Ltd | Hyderabad, India | July 2020 – May 2023

- Led design teams from concept to completion, resulting in a 20% increase in project efficiency.
- Integrated cutting-edge design materials and technologies contributing to a 15% rise in positive client feedback.
- Achieved 95% first-time design approval rate by meticulously organizing and monitoring project deliverables.

Franchise Owner/Manager

Homely Fit | Hyderabad, India | Mar 2020 – Feb 2022

- Established hybrid health café, personalizing meal plans for diverse dietary needs, achieving 95% customer satisfaction.
- Managed financial operations and implemented marketing initiatives, driving a 30% sales increase within six months.

Skills & Interests

Design & Research: Human-Centered Design, Strategic Design, Ethnography, Journey Mapping, Personas, Opportunity Mapping, Concept Testing, Ideation Workshops, Prototyping (Lo-Fi to Hi-Fi)

Tools: Figma, Miro, Notion, Adobe Creative Suite, AutoCAD, SketchUp, Microsoft Office, Google Suite, Generative AI Tools

Core Competencies: Insight Synthesis, Visual Storytelling, Cross-Functional Collaboration, Strategic Thinking, Innovation Planning, Systems Thinking, Agile Project Management

Certifications: Lextant Design Research & Insight Translation