

## professional bio

### FREELANCE ARTIST

SPICYSEED ART & DESIGN STUDIO  
(2016-CURRENT)

### TRAVEL & CONFERENCE COORDINATOR

UNIV. OF MD: MATHEMATICS DEPT.  
(COLLEGE PARK, MD)  
DECEMBER 2015 TO OCTOBER 2016

### DESIGN & PUBLIC RELATIONS COORDINATOR

UNIV. OF MD: CIVIL & ENVIR. ENGINEERING  
(COLLEGE PARK, MD)  
FEBRUARY 2005 TO APRIL 2014

### LEAD PROPOSAL DESIGNER

KPMG, LLP  
(MCLEAN, VA)  
NOVEMBER 2000 TO OCTOBER 2001

### GRAPHIC DESIGNER

LEGALGRAPHICS, INC.  
(CHICAGO, IL)  
MAY 2000 TO OCTOBER 2000

### DOCUMENT DESIGNER

ERNST & YOUNG, LLP  
(CHICAGO, IL)  
NOVEMBER 1999 TO MAY 2000

## education

### ASSOCIATES IN VISUAL COMMUNICATIONS

THE ILLINOIS INSTITUTE OF ART, CHICAGO, IL

### BACHELOR OF ARTS IN FINE ARTS

UNIVERSITY OF MARYLAND, COLLEGE PARK, MD

# Sangeeta Kaul

301 746 2136. [skprof001@gmail.com](mailto:skprof001@gmail.com). [spicyseed.org](http://spicyseed.org)

AVAILABLE FOR REMOTE OR ONSITE PROJECTS

## graphic design

- At UMD, I led the overall design style, alumni relations, marketing vision, and branding goals
- Advocated empowered design choices for my clients by promoting an atmosphere of open dialogue and problem-solving attitude with the faculty, peers, and students
- At UMD, I designed unique print and promotional collateral pieces
- Created Masters in Engineering and Public Policy and Project Management Institute's print/on line launch collaterals, technical and scientific posters
- Spear-headed Civil & Environmental departmental website brand transition
- Adept at prepping camera-ready files, proofing, press checks with vendors and pre-and post-production coordination

## marketing & public relations

- As a visual artist, I have created/promoted events celebrating art & diversity in the local communities
- At UMD Civil Engineering department, I led the brand efforts through unique story-telling and visual design
- Enhanced alumni relations through curating targeted on line content management, collaterals, and events
- As an A. James Clark School Communicator, I represented my unit to exchange ideas on marketing best practices with campus peers
- Highly-skilled in seeking and providing cost/budget effective solutions
- Was the only administrative staff sought out by the (faculty-only) Civil Centennial Committee to plan and orchestrate the dept's 100-year celebration
- Integral in executing all event coordination, alumni relations, and public relations for the Centennial conference, seminar, and gala
- Instrumental in the cross-campus effort needed for event website, registration, and payment portal set-up

## art & publications

- **FIELDS OF GOLD & LOVE STRONG**

PAINTINGS PUBLISHED, DRAGONFLY ARTS MAGAZINE,  
HOPEWORKS, COLUMBIA, MD 2020

- **THANKSGIVING IN THE TIMES OF  
A PANDEMIC**

CURATED (ON LINE) ART EXHIBITION,  
WWW.SPICYSEED.ORG, 2020

- **SPICYCHAI CREATIVITY CIRCLE**  
CREATIVE SESSION EXPLORING ART & DIVERSITY,  
GARRETT PARK, MD, MARCH 31, 2019

- **ALLIES PLAYDATES**

(ORGANIZED LOCAL SCHOOL EVENT CELEBRATING  
WOMEN'S HISTORY & AFRICAN AMERICAN HISTORY  
WITH ART + FOOD + MUSIC), MARCH 15, 2019

- **PRAKRITI**

PAINTING, DRAGONFLY ARTS MAGAZINE,  
HOPEWORKS, COLUMBIA, MD, 2019

- **WHEN STARS ALIGN:  
THE UNIVERSAL CREATIVE FORCE**  
ART EXHIBITION, GREENBELT ART CENTER,  
GREENBELT, MD, MAY 2018

- **CHERISHED**  
PAINTING/POETRY,  
DRAGONFLY ARTS MAGAZINE,  
HOPEWORKS, COLUMBIA, MD, 2018

- **SHADOWS**  
PAINTING,  
DRAGONFLY ARTS MAGAZINE,  
HOPEWORKS, COLUMBIA, MD, 2017

- **EINSTEIN**  
2FT X 3FT, RECYCLED WINDOW W/MIXED MEDIA,  
UNIVERSITY OF MARYLAND, COLLEGE PARK, MD, 2015

- **UNTITLED**  
DRAGONFLY ARTS MAGAZINE, PAGE 12,  
HOPEWORKS, COLUMBIA, MD, 2015

- **"REFLECTING ON OUR PAST**  
BOOK DESIGN, EDITED BY RICHARD MCCUEN,  
UMD CIVIL & ENVIRON. ENG., COLLEGE PARK, MD, 2008

- **RECENT ADVANCES IN  
CONCRETE TECHNOLOGY**  
COVER DESIGN, EDITORS A.M. AMDE, G. SABNIS, AND  
J.S.Y. TAN, WASHINGTON, DC, 2007

# Sangeeta Kaul

301 746 2136. skprof001@gmail.com. spicyseed.org

AVAILABLE FOR REMOTE OR ONSITE PROJECTS

## project coordination

- As a freelance creative, I provide budget, timelines, drafts, vendor specs, knowledge-sharing guidelines, pre-and post-production management
- Created and maintained the UMD Civil Engineering department's media resource database consisting of mailing lists, photographs, statistics, and reports
- At UMD, KPMG, and Ernst & Young, liaised with various internal and external organizations to ensure best practices for all projects
- At UMD Mathematics Department, I processed foreign clearances for faculty and visitor participants, vendor specs, payments, and travel reimbursements for all seminars and conferences

## event management

- Procured specs and implemented new guidelines for (menu and venue planning, diet restrictions, table settings, media, electronic equipment rentals etc. for all conferences and seminars at UMD's Math Dept.
- To streamline effective planning for the above mentioned national and international conferences/seminars and create a harmonious work flow on every project I did the following:
  - Organized back-up peer and student help
  - Spear-headed greater faculty involvement in all phases of event planning
  - Cultivated professional networking with vendors (e.g. hotels, meeting sites, print shops, technical equipment, campus police)
- For the UMD Civil & Environmental Engineering Department's Centennial Gala, I was in-charge of creating invitations, venue planning, menu planning, alumni contact, registration set-up, award designs and collateral pieces