

# Vashnee

Visual Designer & Art Director

NAME Vashnee Persaud

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Queens, New York

## EDUCATION

### Bachelors of Fine Arts

New York City College of Technology

Major: Communication Design

Skillset: Graphic Design, Motion Design, Web Design, Brand Strategy, Copywriting.

GPA: 3.75

Graduation Date: 2022

### Micro-Credential Certificate

Direct Effect Fundamentals of Integrated Direct Marketing

Certificate ID: x9yIOj8woe

Completion Date: 2021

## COMMUNITY WORK

### President

Art & Design Club at City Tech

Hosting weekly creative chats to discuss real-world experience and topics with creative student body. Encouraging team sustainability and growth.

Member from: 2020-2022

### Show Host

City Tech Today at City Tech

As the first face of City Tech Today, I worked with the production team to film complete episodes of this show with the goal to inform the student body.

Host in: 2022

## SKILLS

### Intermediate to Advanced:

Adobe Illustrator	Adobe XD
Adobe Indesign	Constant Contact
Adobe Photoshop	Filezilla
Adobe Lightroom	Microsoft 365
Adobe After Effects	HTML/CSS
Adobe Premier Pro	Canva Pro
Visual Studio Code	Figma

## EXPERIENCE

### adfellow | Junior Art Director Contracted

Formerly Known As | New York Jan 2023 - Mar 2023

- Utilize Sketch to curate and design complete content for email marketing to push forwards consistent messaging to base consumers for our leading telecommunications client.

### adfellow | Designer Contracted

Walmart Connect | Hoboken Oct 2022 - Dec 2022

- Concepted and Designed a complete campaign identity alongside onsite, and offsite ads for a new National Safe Toys & Gifts month initiative to pitch to Hasbro called the "Play it Safe Picks Campaign"

### Strategic Planner Fellowship

G.R.O.W.T.H Initiative | New York June 2022 - Aug 2022

- Created complete strategy and produced a :30 Second Spot now being broadcasted on National and Local television, alongside my team of 8.

### Creative Strategist Internship

Dentsu | New York June 2022 - Aug 2022

- Led and Completed Site Audits across Synchrony's brand portfolio, using a calculated rating system to analyze webpages and accurately survey the consumer journey and rate product performance/ads.

### Lead Graphic Designer Full-Time

NYCPM | New York May 2021 - Aug 2022

- Designed graphic material needed across over 20+ departments in the University, using various softwares to provide high quality graphics to clients.
- Coded and modify complete web pages using knowledge of HTML/CSS to make changes based on client need, creating a better navigational and updated web experience for visitors. to the University's site.

### Digital Content Designer Part-Time

MENTOR New York | New York Feb 2021 - Aug 2021

- Created dynamic layouts, zoom backgrounds, banners, and other designed material using Canva Pro
- Encouraging stakeholders, and businesses to engage with the organization, and implement mentoring in their workspace through curated newsletter content and designs sent out bi-monthly.

### Graphic Designer & Design Mentor Part-Time

RF CUNY | New York Jun 2020 - Jun 2022

- Designed omni-channel ads to create digital marketing promotions to educate and elevate the experiences of 70+ new students/creatives within the department.
- Hosted and led 2 creative workshops per week, using industry experience to inform the experiences of 200+ students.

### +2 other relevant experiences

ask me to learn more! Jun 2018 - Dec 2021