



Art Director, & Mentor

Name Vashnee Persaud

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Location New York, NY

SKILLS SUMMARY

- **Adept** in conceptualizing and designing marketing collateral such as presentations, data sheets, banners, and in-store displays, and brand stores.
- **Skilled** in developing strategic design solutions for shopper and retail marketing that drive consumer engagement and align with brand goals.
- **Managing multiple projects** simultaneously & coordinating with cross functional teams to deliver high-quality work that meets clients needs.

EXPERIENCE

Art Director – Full-Time

WPP | New York | January 2025 – Present

- Crafting brave conceptual work for top beauty & wellbeing brands. Pitch retail and national campaigns, develop commerce-focused activations, and design engaging brand stores and digital/print tactics.

Art Director – Full-Time

Arc Worldwide | New York | July 2023 – December 2024

- Directed creation of multi-channel visual assets for Unilever, including print, digital, and experiential, ensuring brand consistency and timely delivery. Collaborated with cross-functional teams to produce marketing materials for major retailers like Walmart, Walgreens, and Amazon. Managed multiple projects from concept to final production, adhering to brand standards and client expectations.

Junior Art Director – Contracted

R/GA | New York | April 2023 – July 2023

- Create and designed mockups and logo lockups to be utilized in marketing campaigns on social media, and omnichannel to push forwards new promotional offers of a leading telecommunications client.

Junior Art Director – Contracted

Formerly Known As | New York | Jan 2023 – April 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.

Designer I – Contracted

Walmart Connect | Hoboken | Sept 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”

Senior Graphic Designer – Part/Full-Time

NYCPM + Touro University | New York | May 2021 – July 2023

- Designed HCP & Patient Tactics, including Digital Banner Ads, CRM emails, leave-behinds conference booth designs, and more while collaborating with clinics across Touro University's network to help market medicines to patients.

+5 other relevant experiences – ask me to learn more! June 2018 – May 2021

EDUCATION

Bachelors of Fine Arts

New York City College of Technology

Major: Communication Design

Skillsets: Graphic Design, Motion Design, Web Design, Brand Strategy, Copywriting

GPA: 3.90

Graduation Date: May 2022

Micro-Credential Certificate

Direct Effect Fundamentals of Integrated Direct Marketing

Certificate ID: x9yIOj8woe

Completion Date: 2021

COMMUNITY WORK

Mentor

100 Roses from Concrete

Helping my mentee to navigate the twists and turns of the creative industry.

Mentor since July 2023

CFO (Chief Fun Officer) of

Culture at Arc Worldwide

Fostering creativity and camaraderie in our NYC office, leading cultural initiatives.

Starting September 2023

Volunteer & Creative

Sad Girls Club & WomanKind

Ask me more!

Service since April 2024