

# Roshni Vasudevan

1030 Jack Primus Rd, Apt 4306, Charleston SC 29492 | +1 415-866-0795 | [vasudevanrosh@gmail.com](mailto:vasudevanrosh@gmail.com)

[roshniv.com](http://roshniv.com)

---

EDUCATION	Year of Completion
<b>Academy of Art University</b> , San Francisco M.A. in Graphic Design & Digital Media	2021
<b>Sheffield Hallam University</b> , United Kingdom B.A. Hons. in Fashion Design	2015
<b>Nanyang Academy of Fine Arts</b> , Singapore Diploma in Fashion Marketing & Merchandising	2014

---

## PROFESSIONAL EXPERIENCE

- Senior Designer, **TargetMarket**. March 2022- Present
  - Work closely with clients and project managers to create deliverables for projects including, but not limited to: branding, logo designs, websites, rich media graphics, digital and print ads, brochures, signage, etc.
  - Design projects from concept to completion while adhering to deadlines
  - Prioritize tasks and juggle multiple projects and clients simultaneously.
  - Provide design support to the Brand and Marketing team.
- Graphic Designer Intern, **United Nations Development Programme**. May- Nov 2021
  - Contribute with creative ideas to reach and engage different audiences.
  - Conceptualize and create marketing products for different ongoing projects.
  - Propose and create designs for Marketing Service Hub projects.
  - Provide overall graphic design support to the Brand and Marketing team.
- Senior Graphic Designer, **Jxtapose**. April- Nov 2019
  - Designed graphic content, illustrations, and infographics.
  - Managed graphic designs from conception to delivery.
  - Determined how best to represent a concept visually.
  - Determined which photographs, art, or other design elements to use.
- Product Development and Marketing Manager, **Supervek**. Oct – March 2019
  - Identification of design criteria, brainstorming possible new products.
  - Idea analysis and in depth evaluation of the product concept and its consumer market.
  - Turning prototypes into a workable market offering and ironing out the technicalities .
  - Validating the entire product concept from marketing, packaging, advertising to distribution.

- Marketing and Social Content Head, **The Secret Label.** Jan – Aug 2018
  - Marketing and content strategies to meet monthly sale targets.
  - Directing Facebook ad campaigns, email campaigns and bloggers/celebrity.
  - Monitoring the daily traffic on the website using Google.
  - Creatives to be shared on Facebook, Instagram, blog, emails, website homepage banners etc
  
- Merchandiser, **Kashvi Creations Pvt Ltd.** Jun – Dec 2016
  - Deciding on or purchasing items for sale in retail store.
  - Determining prices, and developing advertising and marketing.
  
- Design Intern, **Kokon To Zai.** Jun – Aug 2015
  - Created technical packs to be sent for manufacturing.
  - Developed prints for an upcoming collaboration.
  - Worked on pattern making and sewing of toiles.
  
- Marketing & Design Intern, **Kashvi Creations Pvt Ltd.** Jun – Aug 2013
  - Developed different motifs for bags and clothes.
  - Assisted in creating and designing a fashion brand website.

## SCHOLASTIC ACHIEVEMENTS

---

- Shortlist for Singapore Fashion Runway, supported by Singapore50 Celebration Fund 2015
- Shortlist for Graduate Fashion Week, Sheffield Hallam University 2015
- Best creativity award in Diploma Fashion Show, Nanyang Academy of Fashion Arts 2014 2014
- Tuition Grant Scholarship, Singapore's Ministry of Education 2011

## SKILLS

---

- |                          |                     |                             |
|--------------------------|---------------------|-----------------------------|
| • User Experience Design | • Branding          | • Typography                |
| • Visual Systems         | • Art Direction     | • Critical Research Project |
| • Type Composition       | • Logo Design       | • Print Marketing           |
| • Advertising            | • Conceptual Design | • Product Development       |

## SOFTWARES

---

- **Technical:** Adobe Photoshop • Adobe Illustrator • Adobe InDesign • Adobe Premier Pro • Adobe After Effects • Microsoft Word • Microsoft Excel • Microsoft PowerPoint • Figma • Adobe XD • Keynote
  
- **Languages:** English (Fluent), Tamil (Native), Hindi (Fluent), Telugu (Fluent)