

Roshni Vasudevan

Senior Designer | Brand, Editorial & Digital

vasudevanrosh@gmail.com | (415) 866-0795 | roshniv.com | linkedin.com/in/roshniv

Senior designer with experience in art direction, brand identity, editorial and information design, and digital campaigns. Combines hands-on design with team guidance and cross-functional collaboration, translating complex content and business needs into cohesive visual systems.

PROFESSIONAL EXPERIENCE

Lamar Advertising

Senior Digital Designer | Jun 2023 - Jan 2025

- Promoted from Senior Graphic Designer to Senior Digital Designer.
- Created brand materials, targeted email campaigns, rich media graphics, and animations, maintaining visual consistency across marketing channels.
- Applied responsive design principles to digital materials and executed email campaigns using Salesforce Pardot.
- Collaborated with senior leadership and project managers to translate business needs into design solutions; guided junior designers.

TargetMarket

Art Director (Senior Designer) | Mar 2022 - Mar 2023

- Developed visual campaigns spanning print advertising, online advertising, and social media, collaborating with copywriters and other departments on creative concepts.
- Managed a design team, provided creative feedback, and oversaw delivery; presented work to clients and managed revisions.

United Nations Development Programme

Graphic Designer Intern | May 2021 - Nov 2021

- Sole designer of the Funding Compendium 2021, developing publication layouts, charts, maps, and an information design system.
- Contributed design work to 20 pages of the Gender Equality Strategy - 2020 Annual Report, in collaboration with Shangning Wang and Pragma Mahendru.

Jxtapose

Senior Graphic Designer | Apr 2019 - Nov 2019

- Designed brochures, websites, and promotional materials; developed concepts with art directors, guided junior designers, and presented work to clients.

EARLIER LEADERSHIP EXPERIENCE

Supervek · Manager - Product Development & Marketing | Oct 2018 - Mar 2019

The Secret Label · Head of Marketing & Social Content | Jan 2017 - Aug 2018

SELECTED PORTFOLIO

Brand strategy and identity (Airwalk / Dare to Dare, educational rebrand, 2021); visual identity and digital experience (Elevating Women in Type); conference identity and editorial design (For a Better Future); brand, digital, and packaging design (Untapped Local Travel).

SKILLS & TOOLS

Art direction · Brand identity · Visual systems · Typography · Editorial design · Information design · Digital campaigns · Responsive design · Motion graphics · Design mentorship

Illustrator · InDesign · Photoshop · Figma · After Effects · Salesforce Pardot

EDUCATION

MA, Graphic Design & Digital Media · Academy of Art University | 2021

BA (Hons.), Fashion Design · Sheffield Hallam University | 2015

Diploma, Fashion Marketing & Merchandising · Nanyang Academy of Fine Arts | 2014