

Neha Vasudevan

Portfolio Password:
Newmark2023

experience

GRAPHIC DESIGNER | THE FOUNDERS TABLE

Aug '25 - Sep '26

- Designed multi-channel marketing assets for Dos Toros and Chopt, including in-store signage, digital ads, email campaigns, app graphics, and social content.
- Contributed to brand evolution projects, refining typography, color systems, and visual storytelling frameworks.
- Developed and maintained brand guidelines to ensure visual consistency across 100+ restaurant locations and digital platforms.
- Drove art direction and concept development for major Chopt menu and campaign launches such as the limited edition Peruvian Winter Menu and the Korean Spring Menu, building distinctive visual worlds and translating cultural research, product strategy, and brand goals into cohesive creative systems.

BRAND GRAPHIC DESIGNER | PARADE

Jan '24 - May '25

- Led evergreen and launch specific brand touch points including emails, digital paid ads, printed collateral, events, organic social, e-commerce images, website assets merch design, packaging, and more.
- Conceptualized brand identities and elevated Parade's key campaigns while working closely with the Art Director and Creative Director.
- Communicated timelines, specs and needs effectively to ensure timely delivery of assets to cross-functional teams such as Brand, Garment Design, Site Merch, Influencer and Social Media.

GRAPHIC DESIGNER | NEWMARK

Feb '23 - Jan '24

- Innovatively developed eye-catching branding for luxury properties on the nation's #1 Capital Markets team by crafting a variety of assets ranging from decks to brochures to posters and booklets.
- Thrived in a fast paced environment while communicating, collaborating and executing client needs ranging from digital to email to print. Succeeded in simultaneously managing multiple projects in a detail-oriented and efficient manner.

CREATIVE COORDINATOR | ATHENA CLUB

Aug '22 - Oct '22

- Excellently ideated and executed design solutions for all of Athena Club's owned and paid channels such as email, print, web, paid social advertisements, and video.
- Worked closely with partners on Brand and Growth and ensured all content aligns with these functions' respective goals.
- Iterated designs, collaborated with fellow designers and reported directly to the Senior Art Director.

freelance work

FREELANCE GRAPHIC DESIGNER | MOVERS + SHAKERS

Aug '22 - Sep '22

- Designed a pack of giphy stickers to unify the launch of Neutrogena's Hydro Boost+ new line of treatments across TikTok user-generated content.

FREELANCE GRAPHIC DESIGNER | HEDLEY & BENNETT

Jul '22 - Aug '22

- Created new branding for Hedley & Bennett's Loyalty program emails
- Created original emails, social posts for Hedley and Bennett's collaboration with Rifle Paper Co. and print fliers.

education

New York University

B.S. Integrated Design and Media, 2018 - 2022

GPA: 3.87, Dean's List 2018 - 2022, Magna Cum Laude

tools

Figma, Illustrator, Photoshop, Lightroom, Premiere Pro, InDesign, MS Office, After Effects, XD, HTML, CSS, JS, Klaviyo, Shopify