

Neha Vasudevan

Portfolio Password:
Newmark2023

experience

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 | NEGATIVE UNDERWEAR

Nov '22 - Dec '22

- Designed social media ads for new product launches and Holiday Pack exclusives.

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