



# RASHEKA KRISHAN

[Portfolio Website](#)  
[LinkedIn Profile](#)

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## CONTACT

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## EDUCATION

BFA in Communication Design  
**Parsons School of Design**  
*August 2016 - May 2020*

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## PROFESSIONAL SKILLS

Visual Communication (B2C)  
Web Design & Development  
Promotional Assets  
Email Campaigns  
Market Research  
Product Design  
Pitch Decks  
Photography  
Illustration

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## SOFTWARE SKILLS

Photoshop & Illustrator  
InDesign & Lightroom  
After Effects & Premiere Pro  
Invision Studio

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## MARKETING SOFTWARE

Klaviyo, Campaign Monitor  
Mail Chimp

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## CODING LANGUAGES

HTML, CSS, Open-Source Code

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## WORK EXPERIENCE

### Ready Go Ventures

**Graphic Designer** (*June 2020 - Present*)

- A mid-level multidisciplinary designer across 11 e-commerce brands (BBY, Boibs, Tixxo, JSE, Markiplier, The Holderness Family, SuckLess Face & Body, Never Sleep Alone, After August, Fictionz, Ooni360)
- Lead promotional campaigns to increase product sales and philanthropic charitable donations (\$600,000+) using social media platforms
- Bring the client's vision to life by ideating, planning and developing customer brand identity, product merchandise and pitch decks
- Optimize brand adoption with email marketing and SMS automations
- Collaborate with the Art Director on brand strategies, presentation decks and UI/UX website designs
- Organize and maintain final design files and manage hand off process to the production team
- Onboard and cross-train team members on various software applications and design processes
- Efficiently manage multiple collaborative and independent projects within a fast paced environment

**Graphic Design Intern** (*July 2018 - June 2020*)

- Refined skills under the mentorship of the Art Director
- Learned about the process of acquiring business partners, designing, producing, and shipping products
- Focused on merchandise designs and website graphics
- Responsibilities included but were not limited to Website Assets, Merchandise Graphics, Photo Editing, Package Designs, Product Images, Brand Guides, and Presentation Decks

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## FREELANCE

**Wedding Website Designer & Developer** (*January 2020 - Present*)

- Designed, developed and launched a responsive website using HTML, CSS, and open-source Javascript
- Collected input through discussions and design rounds
- Designed personalized print collateral

**Taskmastr** Logo Designer & User Tester (*March 2021*)

- Advised and consulted client regarding logomark and branding for the website and mobile app
- Redesigned company logomark through design rounds
- Assisted in website design to create a consistent and friendly brand
- Led mobile app testing to improve feature functionality

**Wedding Sign Display Designer** (*February 2021*)

- Created mood board for visual concepts
- Designed personalized banner display, photo collage and stationary
- Managed vendor printing process and helped reduce client cost