



Ridwana Rahman

**Picture maker,
fiction reader,
movie watcher,
graphic designer.**



ridwanarahman.com

Education

Columbia University
School of the Arts

MFA: Visual Arts
2023-2025

Oregon State University
Honors College

BFA: Graphic Design
BS: Computer Science
Minor: Photography
Honors Associate

Skills

Adobe Creative Suite	Google Suite
Bangla	HTML / CSS
Brand design	Microsoft Office
Capture One Pro	Project management
Communication	Product photography
Customer service	Publication design
Darkroom	Social media marketing
Digital and analog photography	Studio lighting
English	UI/UX
Event programming	Web Design
	Wood and metal work



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Experience

Art Director & Designer

UMARELL

2024 - Present

- Coordinating, programming, and hosting 100+ artists across visual art, sound, performance, film, publication, and live programs
- Designing and coordinating regular social media content across platforms and mediums, including static and moving content
- Built the website, updating weekly with promotional material, event documentation, and current listings
- Ideated and designed creative guidelines including typography, website, and UMARELL creative vision

Freelance Graphic Designer

New York, NY

2022 - Present

- Designing multiple design assets (logos, brand guidelines, flyers, posters, publications, websites, books, social media video and photo content) for artists, musicians, book presses, events, and galleries, such as Malick Koly, Sinkhole Gallery and Press, Art Cake, Local Wolves, and more
- Creating, designing, and managing websites for organizations and artists, aligned with individual client's vision

Teacher's Assistant

Columbia University School of the Arts

Jan '24 - June '24

- Led analog and digital photography classes, led critiques and class discussions, taught students fundamentals of darkroom photography, development, and printing

Photography Fellow

Columbia University School of the Arts

Sept '23 - Dec '24

- Managed digital photography lab and darkroom facilities, and completed large format printing orders
- Taught students how to print on digital technology, as well as film development and printing
- Developed organization system for the labs, opened, closed, and maintained the facilities

Design Coordinator

Concordia

July '22 - June '23

- Created high-impact, compelling visual content for a non-profit's social media channels on a quick timeline
- Created and managed social media calendar for regular posting schedule

Junior Graphic & Social Media Strategist

Scallion Pancake

Aug '22 - Jan '23

- Developed and maintained social media calendar and scheduling, using A/B testing, and multi-platform storytelling
- Collaborated closely with Beloved Economies book team and Scallion Pancake internal team to launch and promote the new book throughout multiple social media platforms
- Created impactful static and moving content, and social media promotion strategy

Design Intern

300FeetOut

June '21 - Sept '21

- Worked closely with diverse talents, including development and design team, to create design solutions for small businesses
- Designed weekly graphics, illustrations, and animations for company social media and blog, worked with Wordpress