Lavanya Ranjan

lavanya.ranjan@outlook.com ▪ (551) 331-5294 ▪ New York, NY ▪ lavanyaranjan.com

EXPERIENCE

Sounds of Brazil (SOB's)   May 2025 - August 2025
Graphic & Video Design Intern
- Collaborate with marketing, booking, and management teams to design promotional materials—including flyers, videos, menus, and screen visuals—for upcoming events at S.O.B.'s

The New School   August 2024 - Present
First Year Student Coordinator ▪ December 2024 - Present
- Developing Orientation social media campaigns, engagement and communication plans
- Recruitment of incoming Orientation Leaders, and creation of presentations and schedules for staff training

Orientation Leader ▪ August 2024 - November 2024
- Managed a cohort of 50 new undergraduate students during campus tours and engagement activities

AIGAxTNS   August 2024 - Present
Socials Director ▪ September 2024 - Present
- Designed and executed relevant social media strategies to align content with target audiences
- Increased the number of members in the organisation by 25%

Program Coordinator ▪ September 2023 - August 2024
- Organised visits to 12 design studios across New York City, and an internship panel with 100+ participants

TNS Tadka   September 2022 - Present
President ▪ April 2024 - Present
- Facilitated engagement within the community using social media and broadcasting

Events Officer ▪ September 2022 - August 2024
- Organised large-scale South Asian cultural events with 150+ participants

Synapse, Advantage Pro   June 2024 - August 2024
Visual Design Intern
- Established the product scope and key features, and synthesised market research
- Developed the product's visual brand identity and UI library

upGrad   June 2023 - July 2023
Visual Design Intern
- Assembled and curated content for 100+ learners using design thinking and information flows

EDUCATION

Parsons School of Design   May 2026
BFA Communication Design ▪ Minor in Creative Entrepreneurship ▪ Parson's Dean's Scholarship, Dean's List

SKILLS & TOOLS

- **Skills:** UI/UX, Product Design, Wireframing, UX Research, Graphic Design, Branding, Strategy, Systems Design, Interaction Design, Motion Graphics, Social Media, HTML/CSS/JavaScript, Communication, Organization
- **Tools:** Adobe Creative Cloud, Figma, Notion, MS Office, Google Suite, GitHub