

Lavanya Ranjan

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WORK EXPERIENCE

The New School

August 2024 - Present

First Year Student Coordinator ▪ December 2024 - Present

- Creation and implementation of events, presentations and schedules for all staff training
- Developing Orientation social media campaigns, engagement and communication plans
- Recruitment, interview, and selection process of incoming Orientation Leaders

Orientation Leader ▪ August 2024 - November 2024

- Managed a cohort of 50 new undergraduate students
- Lead new students on 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 and coordinated visits to 12 design studios across New York City
- Arranged an internship panel and student mixer with 100+ participants

TNS Tadka

September 2022 - Present

President ▪ April 2024 - Present

- Allocated funding and optimised expenditure of the club
- 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 & INTERESTS

- **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
- **Interests:** Fiction Writing, Bagels, Oat Lattes, Walking, Recreational Cleaning, Bridgerton