

# MANMEET—SODHI



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## EXPERIENCE

### Johannes Leonardo • Designer

02/2023—Present • Manhattan, NYC

- Directed efforts to ensure brand identity consistency across various international brands like Volkswagen, Suntory Global Spirits, Adidas, Sprite, and KraftHeinz.
- Collaborated with Art Direction, Copywriting, Account, and Strategy teams to deliver audience-centric, high-impact creative solutions across major campaigns.
- Championed visual strategy and content for New Business pitches, ensuring compelling presentations that aligned with client objectives and creative vision.

### Queens College • Adjunct Faculty

Seasonal • Queens, NYC

- Developed and led an introductory design course, fostering a collaborative environment where students were encouraged to explore their unique creative voices.
- Designed curriculum and materials focused on foundational design principles, mentorship, and hands-on experimentation.
- Provided leadership and guidance as a mentor, helping students refine their creative process and build their design portfolios.

### Superbolt • Junior Designer

02/2022—02/2023 • Manhattan, NYC

- Managed the design and execution of animated and static social ads, overseeing creative direction to enhance client brand identity across digital platforms.
- Partnered with marketing and copywriting teams to leverage social media trends, platform algorithms, and data insights to drive engagement.
- Executed innovative campaigns for brands such as MALIN+GOETZ, Noom, doublesoul, and Monument, with a focus on maximizing reach and impact across Instagram, TikTok, and YouTube.

### SEPHORA • Visual Creative Intern

06/2021—09/2021 • Remote

- Assisted the Senior Designer in conceptualizing and executing high-profile design projects, including the 2022 Skincare Campaign and Foundation Quiz.
- Created presentation assets and tested visual systems, ensuring seamless updates and brand consistency across internal and external materials.
- Contributed strategic visual insights, collaborating with cross-functional teams to execute on-brand, high-impact creative.

### RISD Media Group • Graphic Design Intern

06/2020—11/2020 • Providence, RI

- Collaborated with senior designers on high-priority projects related to student life, driving creative solutions that resonated with the student body.
- Partnered with Studio Rainwater to develop signage and visual assets for RISD's pandemic response, ensuring messaging was clear and impactful in a time of crisis.

## SKILLS

Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Audition, Lightroom, XD, Figma

Processing, p5.js, Arduino, HTML, CSS, Javascript, Python

Midjourney, Cinema 4D, Blender, Autodesk Maya, Redshift, Unity 3D, Vuforia

MS Office, Google Suite, iWork, Windows & Mac OS

## EDUCATION

Rhode Island School of Design

BFA Graphic Design with a Concentration in Computation, Tech & Culture (Honors)

## VOLUNTEERING

Design For America

Voting Awareness Designer

The Duke of Edinburgh's IAYP  
Silver Award Recipient