



New York · 732-456-4242 · <https://noyonika.me> · noyonikanath@gmail.com · <https://www.linkedin.com/in/noyonika-nath/>

Technically proficient Graphic Designer, **comfortable with ambiguity**. Creative and marketing strategy designer with experience in project management.

NOYONIKA NATH

Branding	Graphic Design
Marketing	Packaging
Illustrator	Google Suite
Photoshop	Microsoft Suite
Indesign	QGIS
After Effects	HTML/CSS
Figma	Multilingual
Logo Design	Organization
Editorial	Adobe CC

FREELANCE

2021-2024

Satya Anahata

EDITORIAL DESIGNER

Ocean Guru

LOGO DESIGNER

Kissing in the Church

BOOK COVER DESIGNER
NOVEL TYPE SETTER

Akahata Nonprofit

EDITORIAL DESIGN

Macrame

LOGO DESIGN

Brian Catelle

PHOTO ARCHIVING
DIGITAL ASSETS

Bernard Jackson

ASSET MANAGEMENT
DIGITAL ASSETS

Recovery Dharma

T SHIRT DESIGN

Blue Stripes

DESIGNED INSTORE SIGNAGE

EDUCATION

CLASS OF 2022

The New School

Parsons School of Design
BFA
COMMUNICATION DESIGN

REFERENCES AVAILABLE

EXPERIENCE

Perry Ellis International | Original Penguin & Perry Ellis Brands

JUNIOR GRAPHIC DESIGNER

JAN 2023 - PRESENT

Showcasing **design versatility** and **creative problem-solving** in managing multiple projects and deadlines while creating & respecting budgets. Streamlining photoshoot pre-production with strong **organizational skills**. Entrusted to execute all creative aspects for trade booths, advertising, & company events.

- **Managed 30K+** assets across two brands.
- **Achieved 600M+** impressions for Original Penguin & Perry Ellis via OOH advertising plans (billboards, train stations, buses).
- **Yielded \$105,855** in sales from post-pandemic return to trade shows; conceived and produced Original Penguin's visual approach.
- Created marketing & campaign assets, presentations, email blasts and packaging to **facilitate influencer collaborations**.
- **Worked closely with Art Director and Social Media Manager** to collaborate on brand identity across newsletters, email blasts, and websites.
- **Elevated 60+ retail stores** by working with Graphic Designer to conceptualize and craft in-store signage and window merchandising for seasonal campaigns.
- **Eliminated bottlenecks in photoshoot processes** by implementing and overseeing annual calendar and pre-production templates; created and implemented meeting asset requirements for e-commerce team, international licensees, and wholesale partners.
- **Collaborated with 80+ licensees** on various projects, including advertisements, trend books, look books, and designing fragrance bottles.
- **Designed and cataloged 100+** packaging and paper trims, excelling in digital and physical mockups for special events such as Father's Day, Pride, and Earth Day.

Gallery @ The Ave

EDITORIAL DESIGNER & PROJECT MANAGER

MAY 2022 - DEC 2022

- **Created 100+ promotional materials** (invitations, brochures, email promotions) & signage with a fast turnaround time for specific events.
- **Updated the gallery's website UI & UX** to enhance online artwork sales funnel. Gallery saw their first online sales after this.
- **Worked as a project manager**; fulfilled client orders, assessed project specifications, and maintained records for delivery and invoicing.
- **Operated vinyl & large format printers** to produce designs for vinyl decals, posters, signage, stickers, and high quality art prints. Managed all print projects.
- **Collaborated with local union 829**; contributed to signage & posters for the set of Amazon's "Marvelous Mrs. Maisel."

ReachLink Teletherapy

DESIGN INTERN

MAY - AUG 2021

- **Designed website** with lead designer including layout, color and font choices, and web flow.
- **Increased sales by 12.5%** with design team; reconfigured layout and improved accessibility.
- **Collaborated with sales and marketing** teams to create logical flow to move users through the sales funnel.
- **Increased customer conversion** by eliminating steps and clicks required in online on-boarding process.