

# Aarti Amalean

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## EDUCATION

### Northeastern University

| SEPTEMBER 2014 - PRESENT • BOSTON, MA

B.A in Interative Design and Marketing  
Minor in Graphic and Information Design

### Swinburne Univeristy

| JANUARY 2017 - JULY 2017 • MELBOURNE, AUS

Traditional Study Abroad

### Parsons School of Design

| JUNE 2016 - JULY 2016 • NEW YORK CITY, NY

Summer Graphic Design Intensive

## SOFTWARE & SKILLS

Sketch  
Illustrator, InDesign, Photoshop  
User Testing, Wireframing  
Invision  
Agile Design  
Premier, After Effects  
Processing, CSS  
Photography

## RELEVANT COURSEWORK

Graphic Design I & II  
Typography I  
Programming Basics  
Information Design  
Narratives and Storytelling  
Interaction Design  
Design Leadership & Management  
Brand & Identity  
Social Interaction Design Capstone

## EXPERIENCE

### Vice President of Design at WISE

| DECEMBER 2018 - PRESENT • BOSTON, MA

Build brand strategy, logo and visual identity for Women's Interdisciplinary Society of Entrepreneurship. Collaborate with management team to build three programs offering workshops and mentorship services to young women: WeLearn, WeBuild and WeSupport.

### Project Lead at Scout Studio

| SEPTEMBER 2018 - PRESENT • BOSTON, MA

Worked in an agile environment to lead a team of designers and developers in creating the UI and UX of a responsive web application and marketing site. Designed the brand and identity for a start-up, managed all communication with client, led design sprints and meetings.

### Art Director at Tastemakers Magazine

| SEPTEMBER 2018 - DECEMBER 2018 • BOSTON, MA

Led a team of 15 designers and facilitated weekly critiques. Illustrated spreads, edited all designs, coordinated with writers, photographers and print vendors to produce two magazine issues a semester.

### Brand Design and Creative Co-op at (RED)

| JANUARY 2018 - JUNE 2018 • NEW YORK CITY, NY

Collaborated with creative team on designing concepts and narratives for awareness campaigns. Created an infographic to communicate impact. Designed assets for social media platforms. Pitched innovative directions for potential new partnerships and collaborations.

### Brand Communications Co-op at Reebok

| JULY 2016 - DECEMBER 2016 • BOSTON, MA

Collaborated with creative team at Reebok Classics to design and write content for weekly Reebok newsletters. Worked closely with product management team to organize product and marketing calendars. Organized and coordinated Fall/Winter 2017 photoshoot.