

# vidya keshavan

Designer with product & communication design training and a background in marketing & analytics.

## Education

**Parsons School of Design**, September '17 - May '18  
*Masters of Professional Studies in Communication Design*

**Boston University**, September '09 - May '13  
*Bachelor of Arts in Economics & Psychology*

## Expertise & Skill

### Specialities

UI/UX  
Rapid Digital Prototyping  
Content Marketing & Strategy  
User Research Methods  
Media Pricing & Analytics  
Web Design  
Project & Account Management

### Software & Programming

Sketch & Invision  
Adobe CS  
Basic HTML-5/CSS  
Salesforce & G-Suite

### Languages

Hindi, Limited Working Proficiency

## Leadership & Outreach

**Minds Matter of New York City**  
*College Readiness and Mentorship Program*

Associate Board Member, July '16 - September '17  
Sophomore Mentor, September '15 - June '16

**vidyakeshavan.com**  
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## Professional Experience

### Smithsonian Institution

*Experience Designer* January '18 - Present

- Rapidly prototype augmented reality based installations as student collaborator for the Parsons & National Museum of Natural History creative technology partnership

### Slate Magazine

*Marketing Manager* February '17 - July '17

- Developed brand narrative and scalable design system for both consumer marketing and advertising sales purposes
- Designed collateral for campaign & product initiatives within Display Media, Branded Content, Programmatic Media, and Podcasts
- Evaluated ROI of marketing tactics, making budget recommendations to executive leadership

### Digital Sales Planner

February '15 - January '17

- Spearheaded the digital advertising RFP response process from pre-sale ideation, pricing strategies, to final presentations, contributing to over 25% of all captured company revenue in 2016
- Led the onboarding process and training of junior hires within the Operations & Planning team
- Managed and tracked campaign implementation, delivery, optimization, and billing reconciliation

### The Wall Street Journal

*Digital Sales Coordinator* July '13 - January '15

- Acted as principle liaison between Fidelity Investments and WSJ to maintain and optimize over \$2.7MM in annual revenue
- Worked on RFPs to provide campaign solutions to best meet client objectives, while maintaining pricing integrity and inventory package strategy