

Shameela A. Ramprasad

Director, Visual Design, Brand Identity and Creative Strategy

✉ shameela.ramprasad@gmail.com

📍 Hollis, NY 11423

🔍 shameelaramprasad.com ✕

PROFILE

Passionate NYC-based creative, weaving the threads of design into a potent problem-solving tapestry. Devoted to constantly honing my skills and nurturing a profound love for the artistry of design.

WORK EXPERIENCE

Director, Visual Design, Brand Identity + Creative Strategy

December 2024 – Present

Creative Design Manager

The Department of Youth & Community Development
November 2023 – December 2024

Comprehensive Design & Branding

- Created digital and print assets, including social media campaigns, reports, and marketing materials, ensuring cohesive branding and quality.

Cross-Functional Collaboration & Mentorship

- Partnered with designers, strategists, copywriters, videographers, and stakeholders to align visual branding with marketing initiatives while mentoring team members and fostering professional growth.

Project & Team Leadership

- Supervised teams, including managing visual direction and leading interns in projects like the Johnson Community Center mural redesign, overseeing all phases from planning to execution.

Vendor Coordination & Event Support

- Managed invoices and purchasing for materials by collaborating with external vendors, coordinated with CBOs and stakeholders to ensure successful program implementation, and managed budgets and invoices for various initiatives.

Creative Strategy & Brainstorming

- Led brainstorming sessions, team meetings, and redesigns to deliver innovative design solutions and successful campaigns.

SKILLS

Adobe Illustrator	● ● ● ● ●
Adobe Photoshop	● ● ● ● ●
Adobe InDesign	● ● ● ● ●
Adobe Premier Pro	● ● ● ● ●
Adobe After Effects	● ● ● ● ●
Adobe XD	● ● ● ● ●
Figma	● ● ● ● ●
Wordpress/Elementor	● ● ● ● ●
Canva	● ● ● ● ●
Adobe XXD	● ● ● ● ●

CIVIL SERVICE STATUS

- Took Graphic Artist Exam No. 4123 - March 2024
- Took Administrative Graphic Artist Exam No. 5003 - May 2025

Creative Brand Designer/Marketing Project Manager

Mayor's Office of Equity & Racial Justice
August 2023 – November 2023

Design Execution

- Worked under the Chief Communications Officer to create graphic design for MOERJ initiatives, creating logos, newsletters, infographics, motion graphics, and brand guides to support agency branding.

Marketing Support & Asset Management

- Managed creative assets and designed materials to support marketing, website updates, and brand presence.

Multimedia Designer/Systems Analyst

The Department of Youth & Community Development
April 2022 – August 2023

Art Direction & Project Management

- Provided creative direction, collaborated with stakeholders, and managed multiple design projects to deliver high-quality print, digital, and social media content on time.

Design Execution & Production Oversight

- Designed a variety of visual assets, including logos, brochures, and presentations, while coordinating with vendors to ensure accurate production of printed materials and managing the end-to-end design process.

Social Media/Digital Manager

Queens Borough Presidents Office
October 2021 – April 2022

Social Media Strategy & Content Creation

- Developed and executed social media strategies aligned with goals, creating engaging content including text, photos, videos, and news.

Event Promotion & Collaboration

- Collaborated with teams and captured event highlights to promote services and events effectively.

EDUCATION

Bachelors of Fine Arts

(Communications Design)
NYC College of Technology - 2021

Associates in Science

(Art & Design)
Queensborough Community College -
2018

High School Diploma

(Graphic Design)
Thomas A. Edison Career & Technical
Education High School - 2013

INTERNSHIP

NYC Department of Citywide
Administrative Service (DCAS)

- (Instructional and Multimedia
Design College Aide) | 2018 - 2021

CERTIFICATIONS

School of Motion

(Adobe After Effects Kickstart)
Credly Certification - 12/23

School of Motion

(Illustration for Motion)
Credly Certification - 03/24

The New School Parsons – Motion Design and Animation Certificate

- Part 1: Storytelling with Motion Graphics
and Animation (01/25–03/25)