

# Yasmin Rozmee

## DIGITAL DESIGNER

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Digital designer and illustrator based in New York City, with extensive experience leading design in high-volume, deadline-driven environments. A multi-disciplinary creative who brings strategic thinking and a distinct sense of playfulness to every project, from campaign conceptualizing to final execution.

### EDUCATION

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#### BFA COMMUNICATION DESIGN

Parsons School of Design  
New York | 2016–2021

#### INTERNATIONAL BACCALAUREATE DIPLOMA (IBDP)

International School Ho Chi Minh City  
Vietnam | 2014–2016

### SKILLS

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- Graphic Design
- Digital Product Design
- Adobe Creative Cloud
- Figma
- Sketch
- Blender
- Animation
- Front-End Development
- HTML, CSS & JavaScript
- Visual Comping & Image Direction

### CERTIFICATES

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#### FOUNDATIONAL HTML, CSS & JAVASCRIPT

SuperHi Certificate

### EXPERIENCE

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#### DIGITAL DESIGNER

*e.l.f. Beauty* | New York | 2022–Present

- Led digital design look and feel for e.l.f. Beauty's highest-impact product launches, including Glow Reviver Lip Oil Glimmer, Jelly Pop Primer, Soft Glam Foundation, and many more, driving viral reach across paid media, email, and social channels.
- Collaborate closely with Senior Art Directors to define and execute creative direction across seasonal campaigns, paid media, email, editorial, and social, maintaining brand consistency across multiple e.l.f. brands.
- Partner cross-functionally to translate complex creative briefs into cohesive, channel-optimized design solutions, ensuring best-in-class execution throughout the full customer journey.

#### FREELANCE DIGITAL DESIGNER

*Bumble & bumble* | New York | Jan–May 2022

- Concepted and produced digital assets for a luxury haircare brand, spanning homepages, emails, editorial, digital ads, banners, and animations.
- Worked alongside Senior Digital Designers and Directors to develop thoughtful, innovative digital experiences, including social content, media kits, and promo materials.

#### FREELANCE GRAPHIC DESIGNER

*Various Clients* | New York | Jun 2020–2021

- Designed across fashion and tech for a range of clients including Vince Camuto, independent creative directors, and early-stage tech companies, delivering graphics, brand identities, digital products (emails and socials), and pitch decks from concept through completion.

#### GRAPHIC DESIGN INTERN

*Peet Rivko* | New York | Aug 2018–Jan 2019

- Designed graphics and promotional posters for seasonal brand events, working directly with the founder to support brand identity initiatives.

#### WELCOME CENTER TOUR GUIDE

*The New School* | New York | 2016–2021

- Delivered 100+ campus tours for prospective students and their families, combining in-depth institutional knowledge with a personable, welcoming approach to guide students through academic programs, campus life, and life in New York City.