

# MADHUMITA UNNIKRISHNAN

Graphic Designer — Branding, Publication & Web  
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Communication Design student at Parsons focused on branding, publication and book design, and web. A background in fine art shapes a multidisciplinary, human approach to my work, grounded in audience-driven, culturally relevant design. Skilled in Figma and Adobe Creative Suite, with a focus on typography, image curation, and visual storytelling.

## EDUCATION

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**Parsons School of Design** — BFA, Communication Design *Expected 2028*  
GPA: 3.98 • Merit Scholarship • Featured in Parsons Notes and the First Year Journal

## EXPERIENCE

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**CD Code Tutor** — Parsons School of Design *Oct 2026 – Present*  
• Tutor students outside of class on Interaction course content, working with Communication Design faculty to support skill development in HTML, CSS, and JavaScript.

**Communications Manager** — Parsons Creative Consulting Club *Feb 2025 – Present*  
• Developed a complete brand identity system — logo, typography, color, graphic language for a newly launched student organization, establishing a scalable visual foundation.  
• Design and manage social-first content optimized for digital platforms, focusing on visual storytelling and pacing, contributing to 2000%+ growth in engagement.  
• Create digital and print promotional assets supporting 5+ events per semester, contributing to sustained growth in membership and attendance.

**Freelance Designer** — Independent Music Artists & Organizations *Apr 2025 – Present*  
• Design logos, posters, social media assets, and websites for independent musicians and community music organizations on a volunteer basis.  
• Translate each client's sound and identity into a distinct visual language, including an ongoing all-girls music festival.

**Freelance Designer** — NIVIOUR *Apr 2025 – Aug 2025*  
• Refined and unified brand identity across web and social platforms, ensuring consistency across digital touchpoints and user-facing content.  
• Produced a comprehensive brand deck defining typography, color, imagery guidelines, and tone — equipping the client with tools for maintaining consistency and pitching to stakeholders.  
• Curated a visual asset library and established an art direction framework to guide ongoing social media and marketing design across platforms including TikTok and Instagram.

**Designer** — New School Free Press *Sep 2024 – Dec 2024*  
• Created custom graphics and illustrations for published articles, visually supplementing editorial content to increase engagement across print and digital platforms.  
• Collaborated with writers and editors to translate story briefs into compelling visuals, and produced social media graphics to promote new issues and grow the publication's following.

## SKILLS

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**Disciplines:** Branding, Editorial/Publication Design, Typography, Image Curation, Web Design, UI/UX Design, Illustration, Social Media, Photography, Motion Graphics

**Tools:** Figma, Adobe CC (Illustrator, InDesign, Photoshop, Lightroom, After Effects, Premiere Pro), HTML/CSS/JS, Git/GitHub, Webflow CMS, WordPress, Bookbinding, Canva, Keynote, Cavalry

**Languages:** English, Hindi, Malayalam, Tamil

## AWARDS/EXHIBITIONS

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PARSONS X IMPACT: SEAPORT SATELLITE | NYCxDDesign 2026

EJM Foundation 2nd Annual PhotographERS Exhibition: HER LENS, HER STORY 2026

LENSCRATCH- A Summer of Hope Exhibition | Part VI 2025