

Lourdes Rohan

Portfolio at lourdesrohan.com
[linkedin.com/in/lourdes-rohan](https://www.linkedin.com/in/lourdes-rohan)
lourdes.rohan@yale.edu
718 640 4341

SUMMARY

An artist and a psychologist, I thrive in settings where I am challenged to find human-centered solutions to multi-faceted problems. My unique background in social psychology and graphic design makes me uniquely equipped for positions in digital marketing, brand management, and creative consulting.

EDUCATION

Yale University

B.S. Psychology
2018-2022 (expected)

COMMUNITY

UX Society (New Haven)

Volunteer Designer, Creative Consultant
January 2020-Present

Yale Out of the Blue A Capella

Head of Media + Marketing
December 2019-Present

Yale Office of Undergraduate Admissions

Tour Guide, Student Ambassador
February 2019-Present

SKILLS

Spanish Fluency	
Public Speaking	Research
Social Media	Graphic Design
Video Editing	Web Design
Marketing	UX/UI

TOOLS I USE

Photoshop	Illustrator
Indesign	Procreate
After Effects	Figma
Wordpress	Pen+Paper
Premiere Pro	Google Suite

RESEARCH

Columbia University

Research Assistant
May 2019- October 2019

Murati, A., **Rohan, L.**, Flores, A., Bolger, N. (November 2019) *Black Americans' Concerns about White Americans' Nonprejudiced Motives Predicts Speech Anxiety*. Oral Presentation given at 18th Annual Biomedical Research Conference for Minority Students (ABRCMS), Anaheim, CA.

WORK

The Conversationalist

Content Marketing Intern, Content Manager
Brainstorm content strategy in a social impact startup setting; promoted to join HQ Core Team
June 2020-Present

BOMB Magazine

Digital Marketing + Design Intern
Led asset creation efforts for FUSE Podcast launch campaign; social media graphic designer
June 2020-August 2020

She's A Talker Podcast

Digital Marketing + Social Media Intern
Responsible for asset creation, social media, and website maintenance
May 2020-August 2020

Changing Womxn Collective

Design + Media Director
Manage Instagram account; Follower growth of 29,000; create high impression posts & graphics
November 2019-Present

Freelance Designer, Creative Consultant

Racism in Aquatics Campaign
Comissioned to design an infographic social media feed post that was promoted by The Michael Phelps Foundation, over 5 Olympic athletes, and several additional non-profits with focuses in aquatics.
July 2020

Telehealth Access for Seniors

Contracted for logo and branding design for national non-profit. Advised on visual identity and website design.
April 2020-May 2020

EMILI

Designed album art for two singles released across major streaming platforms.
April 2020