

LAILA ROBERTS

NYC Based Communication Designer

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EDUCATION

Parsons School of Design 26'

BFA Communication Design

Minor in Psychology

SOFTWARES

Figma

Adobe Photoshop

Adobe InDesign

Adobe AfterEffects

Adobe Illustrator

Adobe Premiere Pro

HTML + CSS

Microsoft Applications

Sublime Text Editor

LANGUAGES

Fluent English

Fluent Patois

Conversational Spanish

WORK EXPERIENCE

Memorial Sloane Kettering Cancer Center Summer 2024

Communication Design Intern

Handled advanced design tasks, including creating graphics with the MSK Kids Brand toolkit, researching artists for art programs, designing wall text for a Berenice Abbott exhibition, and developing MSK's Company Wide Art Guide, highlighting the role of art in human health and wellbeing. Designed patient-facing materials translating health research across digital and print touchpoints.

GAHSP Media and Systems Summer 2024

Art Direction Intern

Contributed to the web design team with weekly updates, enhanced user experience and interaction, curated photography for various categories, and played a key role in transitioning the company from a traditional design agency, to an online marketplace for creative services.

Trans-LUXE 2024 - Present

Digital Designer & Admin. Assistant

Responsible for managing client inquiries and orders, as well as for office duties such as scheduling, managing communications with clients, emails and socials, and maintaining the showroom. Collaborating with some of the industry's most recognized interior designers & architects in a professional and helpful manner.

Personal and professional assistant to Lead Designer & CEO. Responsible for the studio's branding & digital design including monthly newsletters, promotional materials, and web design. Increasing SEO, search result visibility, and visual brand consistency.

The New School 2023 - Present

Resident Advisor

Responsible for personally coordinating and overseeing 250 New School students over the course of 3 years. Assisting in creating a safe space for residents by mitigating conflicts, serving in an on-call rotation to address emergencies (physical, mental, academic, etc.) and concerns involving the residents of the building. Responsible for organizing building-wide events and programs for student success and facilitating administrative coordination with the Residential Education team.