

Yahli Rosen (yah-lee)

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Newton, MA

About Me

Graphic designer specializing in branding, digital marketing, and Website Design. Focus on creating thoughtful, engaging design across print and digital platforms while implementing strong attention to detail, adaptable problem-solving, and a user-centered design that prioritizes clarity, consistency, and community impact.

Skills

Adobe Creative Suite: Illustrator, After Effects, Photoshop, InDesign, Lightroom

Technical: Problem solving, time management, adaptability, detail oriented

Web: Wix, Veracross, WordPress, SEO

Experience

Graphic Designer February 2026 - Present
Build You Marketing Boston, MA

- Developed weekly restaurant email newsletters, optimizing hierarchy, typography, tone, and copy to reinforce brand identity and increase engagement.
- Managed on-site SEO for two restaurant websites using Google Search Console, analyzing performance trends, optimizing and redesigning pages with declining search traction to improve visibility.
- Designed page layouts, presentations, and marketing assets across digital and internal projects.

Freelance Graphic Designer January 2025 - Present
Self-employed Newton, MA

- Launched a residential building website using Wix to increase tenant outreach and resident resources.
- Refined and vectorized brand logos in Illustrator for scalable clarity, and designed merchandise for a Mount Kilimanjaro charity hike, helping promote the event and support fundraising.
- Managed the creative execution of branding, web, and merchandise projects with Adobe Creative Suite, delivering finalized assets on schedule.

Marketing and Communications Intern June 2025 - August 2025
Wellan Montessori School Newton, MA

- Developed a division-specific admissions email campaign library of 20+ emails with Veracross, and designed event banners and print materials (cards and invitations) for school communications.
- Strengthened brand cohesion by refining layouts, updating visual assets, & ensuring consistency across digital and print platforms.

Senior Graphic Designer January 2022 - May 2025
University of Vermont Student Life Burlington, VT

- Designed and delivered 60+ event posters, club logos, social media graphics, and merchandise using Adobe Creative Suite while managing upwards of four concurrent projects and handling all client communication.
- Produced all marketing materials-including flyers, social media graphics, and signage-for five major campus-wide events enhancing event visibility and contributed to higher attendance, while rising from junior to senior designer and awarded two semesters of academic internship credit.

Education

University of Vermont August 2021 - May 2025
Bachelor of Science in Community-Centered Design, minors in Art and Entrepreneurship. Burlington, VT

ELISAVA School of Design and Engineering January 2024 - April 2024
Graphic Design study abroad experience. Barcelona, Spain