

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

August 2026 - Present

Item Studios

Lynn, MA

- Drive product design from concept to production, across multiple consumer product lines; greeting cards, puzzles, partyware, kids' crafts, etc., creating compelling layouts, patterns, and original artwork.
- Transform licensed and original artwork into cohesive, brand-forward collections through strong typography, color, and surface design.
- Collaborate with creative, sales, and production teams to deliver polished, print-ready products & packaging.

Marketing Account Manager & Designer

April 2026 - July 2026

Build You Marketing

Boston, MA

- Managed marketing strategy and execution across B2B and restaurant clients in a fast-paced startup.
- Designed marketing assets including email newsletters, menus, & event flyers ensuring consistent style and tone for various companies concurrently using Adobe Illustrator, InDesign, Lightroom, and Canva.
- Developed SEO and AI SEO strategy, including website maintenance, ghost and main page design.
- Executed social media management, LinkedIn ghostwriting, loyalty programs, and reputation management.

Graphic & Web Designer

February 2026 - April 2026

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, 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.

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
- handling all client communication and managing upwards of four concurrent projects.
- Produced all marketing materials; flyers, social media graphics, and signage-for five major campus-wide events and risen 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