

# LONGNAMEDESIGN / PADMINI CHANDRASEKARAN

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**EXPERIENCE /** THE NEW SCHOOL: STUDENT DEVELOPMENT AND ACTIVITIES  
New York, NY May 2007 – May 2010  
*Student Graphic Designer creating advertising, brochures and logos to be distributed to various departments university-wide including Student Health Services, Student Activities Board and International Student Services.*

FREELANCE: JERRY FINKELSTEIN.COM  
New York, NY August 2009 – January 2010  
*Created online branding and website for author and musician, Jerry Finkelstein..*

FREELANCE: NERDYMCFLY.NET  
New York, NY October 2009 – December 2009  
*Entrepreneurial clients requested a website to introduce themselves and their cultural manifesto to their target market.*

THE NEW SCHOOL: HOUSING  
New York, NY May 2008 – May 2009  
*Resident Advisor and Graphic Designer  
Designed logos and advertising to supplement resident advisor duties which involved peer leadership and organizing social and educational university events.*

**EDUCATION /** PARSONS, THE NEW SCHOOL FOR DESIGN  
New York, NY, BFA Communication Design, May 2010  
Print promotional design, branding and identity, web design, web development, typography.

**SKILLS /** Adobe Illustrator, Photoshop and Indesign, Microsoft Word, Powerpoint, HTML/CSS, some Javascript, Basic Flash and some Actionscript. Familiar with Adobe After Effects and FontLab. Works well under high pressure, appreciates learning from criticism, highly motivated with strong communication skills.

**HONORS /** Dean's List, Spring 2010  
Parsons BFA Scholarship/ C.V. Starr Scholarship , 2006 – 2010  
Chase Scholarship, 2006 – 2010

**INTERESTS /** Book-binding, discovering a new lockup with an old typeface, design blogs, MoMA, going to see bands play acoustic, Harry Potter and saving people from stumbling over my last name.

**REFERENCES AND PORTFOLIO /** References available upon request.  
Portfolio website: [www.longnamedesign.com](http://www.longnamedesign.com)