

Lasya Josyula

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(203)-312-6206

UX Designer and Developer with a
penchant for motion systems, brand
activation, and UX Research.

Skills & Competencies

Skills

Wireframes · Typography · UX Design · User flows ·
Mock-ups · Branding · Marketing · Sketching ·
Motion Design · Web/App Design · Front End Dev ·
Design Systems · Motion Design

Competencies

Figma · Flutterflow · After Effects · Illustrator ·
PhotoShop · HTML/CSS · React.js · PHP · Python ·
JavaScript · Cinema 4D · Spline · TouchDesigner

Education

Rochester Institute of Technology

BFA New Media Design

Minor in Mobile Design and Development

2021 – 2026

Dean's List / Rochester Institute of Technology
2023, 2024, 2025

Involvement

New Media Club / Comms Director

SEP 2022 – PRESENT

Manage club branding and event promotion
through email and social media campaigns.
Strengthen engagement and community among
design students.

RIT Residence Life / Resident Advisor

FEB 2022 – PRESENT

Designed community-building events and
wellness initiatives that enhanced student
connection. Developed strong interpersonal and
leadership skills through daily problem-solving.

Experience

Figma / Campus Leader

AUG 2025 – PRESENT

Selected out of over 100 applicants by Figma for Education to
expand the platform's presence at RIT through workshops, demos,
and community events. Lead sessions that introduce design
students to Figma's collaborative workflows, prototyping tools, and
team systems, helping peers integrate Figma into their current
workflows.

RIT Residence Life / Graphic Designer

NOV 2025 – MAY 2026

During my time as the In house design lead for the Res Life
department at RIT, I shaped the visual identity for over 10 projects
and events, created videos and branding materials, and worked
under strict deadlines to meet the division's goals. I utilized Figma,
Adobe Illustrator, After Effects, and Premier Pro. As a result of my
work, attendance at Res Life events increased by 23%.

RIT Finance and Administration / Graphic Designer

NOV 2025 – MAY 2026

Created branding assets and visual language for the rebranding of
several on-campus dining locations and bus transportation. Utilized
Adobe Illustrator, Figma, After Effects to create assets. Created
advertisements for new merchandise for RIT's campus store.
Created a full branding overhaul for on campus buses that
increased overall ridership and trust in the RIT bus system.

Projects

CT Mobile ID / Interactive III

FALL 2024

Created an ID app focusing on building trust through an interactive
watermark feature. Designed and prototyped in Figma.

Indian Elephant Cards App / Interactive II

SPRING 2023

Designed and prototyped a playful digital playing card app using
Figma and Illustrator. Integrated motion and interactivity and
perfected the interface through user testing and research,