



SARIKA PERSAUD

UX, UI & CONTENT DESIGNER

EXPERIENCE

THE JGO AGENCY 2019 - 2020

Creative Intern

Created day-to-day digital graphics and assets across social channels for agency and clients in the beauty industry.

TRACTR JEANS 2018 - 2019

Digital Marketing Intern

Conceptualized and executed lifestyle content for fashion apparel on brand website and e-mail campaigns.

CENTER FOR ARTS ED. 2016 - 2017

Social Media Intern

Channeled management for social media accounts including Facebook, Twitter, LinkedIn, and Instagram.

EDUCATION

FASHION INSTITUTE OF TECHNOLOGY

BFA Advertising & Digital Design, May 2020
AAS Communication Design, May 2018

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SKILLS

Content Strategy
Motion Graphics
Branding
User Research
Wireframes
Prototyping
Personas
Brand Strategy

SOFTWARE

Adobe Suite
Sketch App
Invision

ACHIEVEMENTS

2020

MAIP 2020 Fellow
The 4A's Foundation

2018

Advertising Production
Club Scholarship Award

EXTRACURRICULAR

2019 - Present

Women Who Create
Diversity Program Mentee