

## Sarika Persaud

NYC-based designer

sarikapersaud.com

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347.469.8018

### Experience

#### TBWA \ Chiat \ Day NY

Associate Designer, Sept 2020 - Current

- Function as lead designer on projects within the healthcare space, managing the design from kickoff through execution
- Create marketing assets in print (brand books, brochures, ads) and digital (emails, websites, graphics) as well as pitch designs for new business

#### Artist Couture

Freelance Designer, July 2020 - Sept 2020

- Work cross functionally with social and marketing team in the production of website banners and email campaigns
- Partner with technical designer to develop mechs for cosmetic labels and packaging

#### JGO Agency

Beauty Design Intern, Sept 2019 - Feb 2020

- Design compelling visual assets (static and animated) for audience on social media channels including Twitter, LinkedIn, Pinterest and Instagram
- Create presentations with the company's branding, populate and organize content calendar

### Education

#### Fashion Institute Of Technology

May 2020

BFA in Advertising Design

AAS in Communication Design

### Recognition

#### Merit Award

The One Club Young Ones 2020

#### Silver Award

Creative Conscience 2020

#### Highly Commended

Creative Conscience 2020

#### MAIP Fellow

4A's MAIP 2020

### Programs Skills

Adobe CC

Sketch

Invision

UX UI Design

Visual Design

Concepting

Branding