

Sarika Persaud

NYC based designer

sarikapersaud.com

sarika@sarikapersaud.com

347.469.8018

Experience

TBWA \ Chiat \ Day NY

Associate Designer, September 2020 - Current

- Function as primary designer on projects, managing the design from kickoff through execution
- Design tactics in variety of media, including but not limited to print (brand books, brochures, ads) and digital (emails, websites, graphics)

Artist Couture

Freelance Designer, July 2020 - September 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

Marketing Designer, September 2019 - February 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