



Sarika Persaud

UX, UI & Content Designer

Experience

Freelance Designer

Aug 2020 - Present

Artist Couture

- Create web banners, e-commerce imagery and email campaigns with marketing team
- Work with product design manager to define & design packaging

Design Intern

June 2020 - Aug 2020

Barbarian

Client: K-Y

- Connect with creative directors, copywriters, and designers to translate brief into prototypes
- Present and sell creative ideas to team
- Design in a variety of styles to follow clients' brand guidelines

Creative Designer

Sep 2019 - Jan 2020

The JGO Agency

- Pitch concepts and develop day-to-day digital graphics and assets for agency
- Research current beauty and social trends
- Create unique content for Instagram stories and in-feed social posts

Education

FASHION INSTITUTE OF TECHNOLOGY

BFA Advertising & Digital Design, May 2020

AAS Communication Design, May 2018

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Recognition

2020

MAIP 2020 Fellow

Wunderman Thompson

2020

WPP NextGen Leader

WPP Agency

2020

Merit Award

The One Club Young Ones

2020

Winner

Creative Conscience Awards

Skills

Content Strategy

Concepting

Branding

User Research

Social Media

Software

Adobe Suite

Sketch App

Invision

Extracurricular

2019 - Present

Women Who Create

Diversity Program Mentee