



## Sarika Persaud

NYC Based **UX, UI  
& Digital Designer**

### CONTACT

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**sarikapersaud.com**  
sarika@sarikapersaud.com

### SKILLS

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Ideation  
Content Strategy  
Concepting  
Branding  
User Research  
Prototyping  
Visual Design

### EXPERIENCE

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#### **TBWA \ Chiat \ Day NY**

**Associate Designer**

September 2020 - Present

**Client:** Biogen

- Work with agency team to explore and conceptualize design solutions that maintain brand vision across different platforms, including web, mobile, print, etc.

#### **Artist Couture**

**Freelance Designer**

June 2020 - August 2020

- Produce artwork across several forms of digital media such as website, packaging, and email marketing
- Present and sell creative ideas to team
- Design in a variety of styles to follow branding

#### **JGO Agency**

**Graphic Designer**

September 2019 - January 2020

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

### EDUCATION

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#### **Fashion Institute Of Technology**

**Advertising & Digital Design BFA**, May 2020

**Communication Design AAS**, May 2018

### RECOGNITION

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**Merit Award 2020**

The One Club Young Ones

**MAIP Fellow 2020**

4A's MAIP

**Silver Award 2020**

Creative Conscience

**NextGen Leader 2020**

WPP

**Highly Commended 2020**

Creative Conscience