

Sarika Persaud

UX, UI & Digital Designer

Contact

sarikapersaud.com
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Education

Fashion Institute Of Technology

Advertising & Digital Design, BFA
May 2020

Communication Design, AAS
May 2018

Recognition

Merit Award 2020
The One Club Young Ones

Silver Award 2020
Creative Conscience

Highly Commended 2020
Creative Conscience

MAIP Fellow 2020
4A's MAIP

Skills

Ideation, concepting, branding,
prototyping, visual design

Experience

TBWA \ Chiat \ Day NY

Associate Designer

September 2020 - Present

Clients: Biogen, Teva, Aimmune, Moderna

- Work with agency team to deliver informed design solutions that align with brand
- Conceptualize and design, and execute print and digital collateral

Artist Couture

Freelance Designer

July 2020 - September 2020

- Work cross functionally with social media and product design team in the production of assets across website, social, packaging, and emails

JGO Agency

Graphic Designer

September 2019 - February 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