



# Sarika Persaud

Designer | Open to work

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sarikapersaud.com

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NYC-based designer passionate about creating beautiful and meaningful work.

## Skills

Visual Design  
Branding & Identity  
Art Direction  
Typography  
UX/UI Design

## Tools

Illustrator  
InDesign  
Photoshop  
After Effects  
Sketch  
Figma

## Achievements

4'As, **MAIP Fellow** 2020  
Creative Conscience, **Silver**  
Creative Conscience, **Highly Commended**  
One Show Young Ones, **Merit**

## Education

### Fashion Institute of Technology

BFA in Advertising & Digital Design, 2020  
AAS in Communication Design, 2018

## Experience

### Terri & Sandy

Freelance Designer | Sep 2022 - Dec 2022

Collaborated with art directors and copywriters to design assets for social, TV, and brand guidelines for clients such as Princess Cruises, Ferrero, Nutella, and Mothers Cookies.

### TBWA\Chiat\Day NY

Associate Designer | Sep 2020 - Sep 2022

Work with Health Collective team to create visually appealing designs in print and digital for clients such as Moderna and others in the healthcare space.

### Artist Couture

Freelance Designer | June 2020 - Sep 2020

Design branding and marketing materials including packaging, web, and email campaigns.

### The JGO Agency

Design Intern | Sep 2019 - Feb 2020

Partner with marketing team to create beauty content for social media platforms and agency branded collateral.

### Tractr Jeans

Designer | Aug 2018 - Aug 2019

Designed and produced fashion marketing materials including web graphics, email campaigns, and print.