



**Sarika Persaud**  
Designer

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sarikapersaud.com

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

**Skills**

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

**Tools**

Illustrator  
InDesign  
Photoshop  
After Effects  
Sketch  
Figma

**Achievements**

4'As, **MAIP Fellow**  
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**

**MRM for Health // McCann Worldgroup**

Designer | March 2023 - Present

**Clients:** Novartis

- Supporting the LEQVIO® account by leading social design and executing digital initiatives across other accounts.

**Terri & Sandy**

Freelance Designer | Sep 2022 - Dec 2022

**Clients:** Princess Cruises

- Assisted in Princess Cruises' "I Love This Boat" campaign by creating animated and static graphics for social media, OOH, and digital advertising.

**TBWA\Chiat\Day + TBWA\Health Collective**

Associate Designer | Sep 2020 - Sep 2022

**Clients:** Moderna, Teva Pharm., Adaptive Biotech., Biogen, Aimmune Therapeutics, Inc.

- Led Moderna's rebrand style guide and assets creation.
- Designed the look and feel for Biogen's Aduhelm Alzheimer's awareness campaign.
- Supported other accounts in women's health, neurology, immunology, and oncology by creating print and digital assets.

**Artist Couture**

Freelance Designer | May 2020 - Sep 2020

**The JGO Agency**

Design Intern | Sep 2019 - Feb 2020