



Sarika Persaud

Designer

sarika@sarikapersaud.com
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

Designer | March 2023 - Present

Clients: Novartis

- Drive social design for LEQVIO® and execute digital campaigns across other pharmaceutical accounts and new business.

Terri & Sandy

Freelance Designer | Sep 2022 - Dec 2022

Clients: Princess Cruises

- Developed engaging social media, OOH, and digital ad graphics (animated & static) for Princess Cruises "I Love This Boat."

TBWA\Chiat\Day + TBWA\Health Collective

Associate Designer | Sep 2020 - Sep 2022

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

- Spearheaded brand identity and asset development for Moderna's rebrand.
- Designed the visual direction for Biogen's Aduhelm Alzheimer's awareness campaign.
- Provided creative support across various accounts in women's health, neurology, immunology, and oncology by crafting print and digital assets (CRM, web, social).

Artist Couture

Freelance Designer | May 2020 - Sep 2020

The JGO Agency

Design Intern | Sep 2019 - Feb 2020