

SAKI RIZWANA  
**designerd**

noun // di-ˈzī-nerd //

1: SOMEONE WHO IS SINGLE-MINDED IN THE PURSUIT OF DESIGN KNOWLEDGE TO ENABLE CREATIVE PRODUCTION

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## 01 experience

### GROUP ART SUPERVISOR // HARRISON/STAR // 01.23–PRESENT

- Building teams to launch innovative oncology brands

### ART SUPERVISOR // FCB HEALTH // 02.22–01.23

- Led design teams across two launch brands in the oncology space, catering to both HCP and patient audiences
- Created look and feel and branding for now approved phase of launch and rolled out to CVAs, brochures, banners, emails, websites, conference booths, etc.
- Managed a team of four designers to launch new oncology brands

### SR. ART DIRECTOR // HEARTBEAT // 01.21–02.22

- Developed campaigns for HCP and patient audiences for innovative, challenger brands in the pharma space
- Directed product launches with assets consisting of campaign creation, photography direction, website design, and digital ads

### DESIGN DIRECTOR // PIVOT DESIGN // 10.20–01.21

- Lead design teams in creating social media content, internal branding for pharma teams, and conceptual work for market research and testing

### ART DIRECTOR // CLOSERLOOK, INC. // 01.19–10.20

- Provided digital, print, and interactive solutions to pharmaceutical brands both new and established
- Collaborated with copywriters to create meaningful deliverables for websites, emails, banners ads, and print material
- Optimized and created new workflow processes to be rolled out to a creative team of 30+ people
- Lead the D&I team to change hiring practices, ensure pay equity, create an internship program, and provide training to employees

### FREELANCE DESIGNER // 05.11–12.19

- Creative direction and design work for small businesses struggling with branding, identity, and marketing needs

### VISUAL COMMUNICATIONS MANAGER // 12.16–10.18

### GRAPHIC DESIGNER // NYC MISSION SOCIETY // 09.15–11.16

- Redesigned and relaunched website to move to a responsive site with a robust information structure
- Branded annual galas, with design budgets of \$20,000+

### LECTURER // SUNY NEW PALTZ // 08.13–05.15

- Taught courses in basic graphic design, advanced typography, design theory, design research, and thesis capstone
- Advised students and served on the Admissions Committee

## 02 education

### MFA // DESIGN\*

University of Texas at Austin

### BFA // GRAPHIC DESIGN\*

State University of New York at New Paltz

### BA // AFRICANA STUDIES\*

State University of New York at New Paltz

\*GRADUATED MAGNA CUM LAUDE

## 03 skills

- InDesign
- Illustrator
- Photoshop
- Sketch
- PowerPoint
- MailChimp
- Direct-mail
- WordPress
- Dreamweaver
- HTML & CSS
- Art Direction
- Typography
- Logo Design
- Branding & Identity
- Brand Management
- Wireframing
- Storyboarding
- Organization
- Book Layout
- Print Production

## 04 creative block unblocker

- Sitting in front of a Monet
- Reading anything sci-fi or fantasy
- Playing board games
- Organizing my space...or your space... or anyone else's who needs it

Password for protected pages  
on website: **Pharma\_Saki**