

# SAKI RIZWANA DESIGNERD\*

+ SAKIRIZWANA.COM  
+ SAKI.RIZWANA@GMAIL.COM  
+ 1 631.379.7228

\* DESIGNERD *noun* /di-'zī-nərd/  
1: someone who is single-minded in the pursuit of design knowledge to enable creative production

## EDUCATION

### MFA DESIGN\*

University of Texas at Austin (Austin, TX)

### BFA GRAPHIC DESIGN\*

Minor in Art History

SUNY New Paltz (New Paltz, NY)

### BA AFRICANA STUDIES\*

SUNY New Paltz (New Paltz, NY)

\**Graduated Magna Cum Laude*

## SKILLS

- + InDesign
- + Illustrator
- + Photoshop
- + WordPress
- + MailChimp
- + Direct-mail Campaign
- + Content Management
- + PowerPoint
- + Sketch
- + Dreamweaver
- + HTML & CSS
- + Wireframing
- + Constant Contact
- + Art Direction
- + Typography
- + Logo Design
- + Branding & Identity
- + Brand Management
- + Book Layout
- + Organization
- + Print Production
- + Storyboarding
- + Portfolio Reviews
- + Book Binding
- + A/B Testing

## CREATIVE BLOCK UN-BLOCKER

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

## EXPERIENCE

### ART DIRECTOR « 01.19-PRESENT »

CLOSERLOOK

- + Providing digital, print, and interactive solutions to pharma brands

### FREELANCE DESIGNER/ART DIRECTOR « 05.11-01.19 »

- + Developed marketing campaigns for pharmaceutical products
- + Produced branding and identity work for small businesses
- + Creative direction, event branding, content layout, and print production for large-scale events serving 5,000+ participants

### VISUAL COMMUNICATIONS MANAGER « 12.16-10.18 »

GRAPHIC DESIGNER « 09.15-11.16 »

DEVELOPMENT, MISSION SOCIETY

- + Developed and managed brand guidelines to build visual experiences across 15 different program sites
- + Redesigned and relaunched website to move to a responsive site with a robust information structure and project managing freelance developers
- + Branded annual galas, with print budgets of \$20,000 (included: invite packages, journals, call-to-action cards, digital marketing material, PowerPoint decks, gift bags, awards)
- + Generated print and digital annual reports that visualized the organization's impact on 18,000+ participants
- + Cultivated and maintained relationships with vendors and freelancers, working on promotional products, fundraising collateral, and videography
- + Managed interns with a focus on graphic design, teaching basic graphic design skills, and overseeing content creation

### GUEST LECTURER « 08.14-05.15 »

ADJUNCT LECTURER « 08.13-05.14 »

GRAPHIC DESIGN PROGRAM, SUNY NEW PALTZ

- + Taught *ARS 205: Graphic Design*, *ARS 307: Typography*, *ARS 310: Visual Language*, *ARS 405: Design Theory & Criticism*, *ARS 407: Thesis 1*, and *ARS 408: Thesis 2*
- + Coordinated the thesis presentation show for 35 students
- + Advised over 40 students each semester
- + Served on the Admissions Committee to recruit new students for the Graphic Design program

### DESIGNER « 06.12-08.12 »

DESIGN TEAM, THE FUTURE PROJECT

- + Coded interim website using HTML & CSS
- + Mapped out an online platform and digital tool kit for on-boarding new staff members