



# RAIDA S. SARWAR

## PRODUCT DESIGNER

[WWW.RAIDASAR.COM](http://WWW.RAIDASAR.COM) | [WWW.LINKEDIN.COM/IN/RAIDA-S-SARWAR/](http://WWW.LINKEDIN.COM/IN/RAIDA-S-SARWAR/) | (917) 741-3087

### EDUCATION

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#### SPRINGBOARD

UX/UI Design Intensive,  
Certification  
2021-2023

#### PARSONS SCHOOL OF DESIGN

Communication Design BFA  
2013 – 2017

### TOOLS

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Photoshop, Illustrator, InDesign,  
Premiere Pro, After Effects,  
Flinto, Figma, InVision, Sketch,  
Color Theory, Microsoft 360  
Suite, iContact, Mailchimp, Ceros,  
Procreate, Adobe XD, Shopify,  
Wordpress

### SKILLS

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Low to High Fidelity Prototyping,  
Wireframing, Usability Testing,  
User Research, Storyboarding

### AWARDS

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GDUSA Design Award Recipient  
2020

Dean's BFA Scholarship  
2013 – 2017  
For attaining 3.4 GPA or higher

Dean's List  
Spring 2016  
For attaining 3.9 GPA

### PROJECTS

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#### SPARTO

##### UX/UI DESIGNER

**JAN 2022 – JAN 2023 | NEW YORK, NY**

Initiated a project that functions as a social finance app that helps financing for life events, together.

Designed a finance app using Adobe XD where I sketched, wireframed, prototyped and conducted user test.

Conducted user research with a focus group of 5 in every design process from sketch to high fidelity.

#### SAVR

##### UX/UI DESIGNER

**JAN 2023 – FEB 2023 | NEW YORK, NY**

Developed a meal prepping app encouraging busy people to cook & meal-prep in an easy-to-follow interface while exploring cuisines that match their taste in a 5 day design sprint following Google Sprint methodology.

### EXPERIENCE

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#### GRAPHIC DESIGNER

##### RANDA APPAREL & ACCESSORIES

**OCT 2017 – PRESENT | NEW YORK, NY**

Led the redesign of the corporate website, focusing on user research and visual design, resulting in a 2.4k views per week.

Conceptualize and execute corporate communication materials, including branding, internal communication, events graphics, presentations, and promotional materials.

Collaborated with cross-functional teams to create men's clothing packaging designs and brand collateral that seamlessly blended brand identity and product messaging boosting sales in all retailer platform.

Assisted in planning and executing photoshoots.