

SAKSHI RAIZADA

SENIOR DESIGNER



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🌐 www.bcreate.one

Bachelor of Design

York University / Sheridan College
Honours, 2012 - 2016

Value & Skills

UIUX / Typography / Brand / AB Tests
Layout Composition / Concepts / CRO
Digital / Print / User Research / Grids
Styleguides / Figma / Adobe / Personas
User Behaviour & Insights / Templates

Volunteer Work

Graphic Design

Father Michael Goets School

Royal Bank of Canada

York University / Sheridan College

Community Work

Canadian Red Cross

Open Doors Community Center

Senior Brand Experience Designer

Wellster Healthtech, July 2021 - Present

Practising human-centered Design, by tackling stigmatized subjects and analyzing patient psychology to provide a hospitable User Experience. Coordinating with stakeholders to help the business grow, whilst prioritizing patient needs.

Wireframes / Mockups / User Research / Concepts / Personas / Figma / Clarity

Graphic Designer

FlixMobility, August 2018 - July 2021

Designed online and offline sustainability travel content. Implemented ideas and designs for 30 markets (EU & the US), in 13 languages, whilst coordinating with 12 teams.

Styleguides / Grid-Systems / Campaigns / Print / Social / Adobe InDesign

Graphic Designer & Illustrator

Wavebreak Media, August 2016 - May 2018

Worked alongside Art Directors, Marketing, IT and the CEO, to develop several design projects.

UI / Templates / Corporate Branding / Illustrations / Adobe CS

Freelance Graphic Designer

Innerworkings Ireland, July 2016 - August 2016

Collaborated with Marketing in Musgrave Group Ltd.

Advertisements / Brochures / Handbills / Adobe InDesign / Adobe Photoshop

Graphic Design Intern

Regenesis, July 2016 - August 2016

Collaborated with the organizer on establishing a creative vision.

Design Research / Brand Identity / Illustrations / Adobe CS