

# Sadia Huda

## Advertising and Design

New York, NY - Email me on Indeed: [indeed.com/r/Sadia-Huda/c2df4054e9330ef8](https://www.indeed.com/r/Sadia-Huda/c2df4054e9330ef8)

Dynamic and detail-oriented designer with extensive training and hands-on experience in concept development, Digital and Print Advertising and Production, and Editorial Design. Keen business acumen and creative input with an excellent eye for design. Passionate and inventive creator of hard-hitting strategies and campaigns.

### WORK EXPERIENCE

#### UX Designer

Consultant at CVS Health - Woonsocket, RI - August 2016 to Present

Optimize the design and user interface and create compelling experiences for product users of CVS Health's Minute Clinic mobile, desktop, and kiosk applications. Collaborate with developers, business analysts, and quality assurance personnel to plan, develop, and execute several projects. Consult with clients to determine objectives, offering insight and pitching prototypes.

##### Key Achievements:

- Efficiently delivered lead on all Minute Clinic Projects, guiding developers to produce applications with right functionality, services, and layouts. Creating high-quality products within allotted timeline, under budget, and compliant to client objectives.
- Participate in project lifecycle development including strategizing, planning, and execution of design, art direction, information architecture, and wire framing, ensuring application projects to be completed within the deadline.
- With the help of Minute Clinic IT team, designed the complete Visit Scheduling tool to be used by 3rd party vendors, CVS employees, and Minute Clinic patients (Desktop, iPad, Kiosk, and Mobile).
- Recognized for presentation skills and User Experience knowledge.

#### Graphic Designer

Videology Group - New York, NY - April 2013 to August 2016

Translated client message and organizational vision with high visual impact through efficient and unique print and multi-media designs and concepts. Worked on several online and print campaigns, and created storyboards for digital ads and social media content, ensuring compliance with established standards, guidelines, and expectations.

##### Key Achievements:

- Produced effective marketing collateral and materials for internal and external projects including promotional and environmental designs, product logos, and infographics.
- Assisted marketing team in the development of projects including the company Brand Style Book and the Site Skin take-over displayed on Businessinsider.com, including 168,664 impressions with 807 clicks for the CTR of .48%, resulting in a one-day push of the CTR to .10, with industry standard being .04.
- Played an integral role in achieving the company's rank in the Adweek.com top five popular list by creating infographic for the marketing team called, "The Changing Anatomy of a TV Viewer."
- Transforming creative briefs and audience research into clear B2C and B2B narratives

## **Junior Art Director**

HealthEd - Clark, NJ - February 2013 to February 2013

Supported and collaborated with Senior Art Director and Production Manager in planning and executing art design and visual materials including print-ready files, brochure layouts, and conceptual development for ad campaigns.

Key Achievements:

- Supported the Senior Art Director in creating a print Editorial for a key client.

## **Associate Interactive Designer/Producer**

Medina Brand Media - New York, NY - July 2012 to December 2012

Under direct supervision of the Senior Creative Director, provided UX and UI design support and assisted in design development for traditional and nontraditional market platforms, creating materials and collateral for social media and other interactive campaigns. Performed quality assurance to ensure quality standards and satisfaction.

Key Achievements:

- Played an integral role in several projects, creating presentations for clients, and ensuring process lifecycle is executed one-time and within budget.
- Directly supported the Creative Art Director on an in-house project creating a website for urban musicians to have a platform for local networking and promotion.

## **EDUCATION**

### **B.F.A in Visual Communication Advertising**

Kean University, Robert Busch School of Design

January 2017

### **A.A.S in Media Arts and Design**

Middlesex County College

May 2009

## **SKILLS**

Concept development, Copywriting, Social Media design, UX/UI Design, Advertising Design/Concept, Editorial design, Promotional design, Identity design, Print and Digital design, Production work, Knowledge of printing processing, paper, and PMS/CMYK/RGB color. Creative Suite CS5, efficiency in Illustrator, Photoshop, InDesign, Knowledge of After Effect, basic knowledge of HTML and CSS also efficient Microsoft program. (6 years)

## **LINKS**

<http://Sadia-huda.com>