

NAKISKA

SUMMARY

Nakiska Shaikh is a Senior Designer and Art Director with a focus on user experience design, a strong background in print design, app and website design, and illustration. She believes in working smart, and in finding the most efficient and effective way to meet her clients' goals. With a drive to solve problems and make beautiful, positively-charged designs, Nakiska fits seamlessly into leadership roles, learns quickly, and punctually delivers quality results.

CONTACT

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TECHNOLOGY

Photoshop, Illustrator, InDesign, Digital Publishing Suite, Lightroom, After Effects, HTML5, CSS3, JQuery, Wordpress, Joomla, Drupal, Shopify, Squarespace, Vertical Response, Constant Contact, Sketch, Balsamiq, Invision

EDUCATION

B.F.A. Parsons The New School for Design

EXPERIENCE

Associate Art Director

Scout Media, 2015–Present

User Interface design, wire-framing and layout for Scout Media iPhone, Android, and iPad apps; local and global navigation design and information architecture; targeted sales, marketing, and investor decks; image composites; information graphics; managing 300+ publisher's design needs; logo development and branding implementation; iconography; concept and development of digital marketing materials.

Freelance Senior Designer

Literacy Partners, 2015–Present

CMS website design and development; layout and wire-framing; content migration and development; photo-retouching; worked closely with copywriters and editors; information architecture; project management from conception; information graphics.

Senior Designer

Pratt Institute, 2013–2015

Bulletin redesign 2014-2015 for on-boarding students, 800+ pages of content layout, working closely with 100+ clients, copywriters, and editors; design and development of main eCommerce website; iPad digital publication for *Prattfolio* magazines, and *Prattfolio* iPad Apps; concept, design and development of printed and digital marketing materials; custom illustration and artwork.

Freelance Creative Director

Smith Party Rentals, 2014–2015

Concept, design and development of smithpartyrentals.com; content/data migration and information architecture; logo design and branding implementation; design, layout and conceptualization of *Uniquely Smith* product catalog; product photography; photo retouching; printed and digital marketing materials.

Freelance Senior Designer

Designing Linens, 2012–2015

Concept, design and development of designinglinens.com; logo design and branding implementation; social media management; copy-writing; printed and digital marketing materials; product photography; photo retouching.

Freelance Book Designer, Website Designer

Baby Blanket Press, 2012–2014

CMS website design and development for babyblanketpress.com; website layout and wire-framing; content migration and information Architecture; photo-retouching; worked closely with author, editors and printer; logo design and branding implementation; book design; cover design; photography; photo retouching and recoloring artwork; illustration.

Freelance Identity and User Interface Designer

Yearstream, 2012–2013

User interface design and feature set for myYearstream iPhone, iPad app; CMS website design and development for myYearstream.com; logo design and branding implementation; concept and development of printed and digital marketing materials; custom illustration and artwork.

Freelance Brand Strategist, Website Designer

BBAUER NY, 2012–2013

Branding for BBAUER NY; sub-brands: *fortunataLiving*, *Palette*, and *Bren Bauer*; publication design for *fortunataLiving* magazine; digital and printed sales and marketing materials; design and development of bbauerny.com.