SHIREEN KASAD

shireenkasad.com   609.240.3680   shireenkasad@gmail.com

New York City based digital and print designer with a background in front end development. Detailed-oriented, adaptable, collaborative.

SKILLS

Adobe Creative Suite   HTML5   CSS3   Sass   Javascript   JQuery   Wordpress

EXPERIENCE

BLIS Senior Designer, US   New York, NY | Apr 2017 - Present

Lead all design and web development of custom mobile ads for brands such as Dove, Starbucks, and Microsoft. Work with clients to provide recommendations and best practices for their campaigns. Manage and create all custom digital and print collateral to support the US marketing strategy, including industry and hosted events, marketing content to boost brand awareness, and direct mail initiatives.

FREELANCE Front End Web Developer & Designer   New York, NY | May 2016 - Apr 2017

Work with small businesses to create or redesign their company website. Collaborate in all steps of website production including design, development, testing and deployment.

BGB GROUP Digital Developer & Designer   New York, NY | Apr 2013 - Apr 2016

Front end development for web and iPad applications, websites and emails for pharmaceutical brands. Primarily responsible for the look and feel of digital projects, assuring consistency from design to development. Sites built using HTML/CSS, Javascript, jQuery, Backbone, PHP.

FERRARA & COMPANY Interactive Developer   Princeton, NJ | Aug 2008 - Mar 2013

Front end development for brand sites such as Classico Pasta Sauce, Ore-Ida and Heinz Vinegar. Contribute in the development and launch of the Facebook page for Weight Watchers Smart Ones. Regularly partner with back end developers on .NET and CMS built sites.

DANA COMMUNICATIONS Interactive Designer   Hopewell, NJ | Apr 2008 - Aug 2008

Develop and edit animations and short videos for web projects for brands such as Millenium Hotels and various companies in the hospitality industry.

CONNORS COMMUNICATIONS Junior Designer   New York, NY | Jan 2004 - Jul 2005

Provide art direction, development and implementation of business and technology sites.

EDUCATION

PRATT INSTITUTE MFA Digital Arts   Brooklyn, NY | Sep 2004 - Dec 2007

UNIVERSITY OF RICHMOND BA Studio Art   Richmond, VA | Sep 1999 - May 2003