



WAKEEMAH SAWYER

ART DIRECTOR - Interactive Advertising/ Promotional Design

Phone: 201.654.1193 Email: Wakeemahdsawyer@gmail.com

OVERVIEW

Highly motivated designer with a strong work ethic and positive attitude. Consistently goes beyond the requirements of the job to achieve company goals. Learns quickly, enjoys challenges and works well independently as well as collaboratively in a team setting.

CORE STRENGTHS

- Client Relations
- Time Management
- Relationship Building
- Team Building & Leadership
- Oral & Writing Communications
- Loving and Nurturing personality

DESIGN SKILLS

Advertising Design | Promotional Design | Typography | Branding & Identity Design | Packaging Design | Illustration | Photography

TECH SKILLS

- Wordpress
- Microsoft: Word, Excel, PowerPoint, Access and Outlook
- Adobe Cloud: Photoshop/ Illustrator/ InDesign/ After Effects/ Muse/ Lightroom
- UI Design Tool: Figma | Adobe XD/ 3D modeling Program: Rhino & Auto CAD/ Wix/ Square Space

EDUCATION

- Michael Graves College, Robert Busch School of Design | School of public architecture, Kean University
- **BFA:** Graphic Design: Interactive Advertising, **December 2016** **M.Arch:** 3 year - Architecture program, **2023-In progress**

ACHIEVEMENTS

- Lambda Alpha Sigma—Academic Honors - National Honor Society | Kean University Undergrad, GPA: 3.8
- Class Valencictorian, GPA 4.39, West Point Dwight D. Eisenhower Award, St. Anthony High School, 2011

CAREER EXPERIENCE

PROFESSIONAL

NPG Health LLC - Art Director 2018-Present

- Attending, leading and participating in creative briefs and meetings for assigned projects.
- Maintain a superior knowledge of the latest technology and programs,
- Present work (concepts, copy, storyboards,) internally and to clients
- Monitors the progress of assigned projects through each phase of development. Meaningfully contribute to the concept, design, and execution of breakthrough visual solutions for our client's integrated, cross-channel creative programming across print and digital designs.
- Working with others in the creative department to develop conceptual abilities like logos, company rebrands, digital Ads, etc.
- Develop, design and execute marketing and promotional pieces, including print, Online, mobile, video.

Kean University - Graduate teaching assistantship / Art History 2023-Present

- Support instructor/professor in the classroom or laboratory, as well as serving as a primary or secondary teaching instructor. Assist professor with teaching related tasks, grading student assignments, meeting with and/or tutoring students, holding office hours, preparing instructional materials, and assisting during class.

Holiday Image - Graphic Designer 2017-2018

- Provide 3D modeling and detailed designs. Deliver high quality rendering shots for interior and exterior holiday decor for clients.

FREELANCE

WS Creative studio & Photography | Self branded **2015-Present**

PAID INTERNSHIP

ORSP Office/ Kean University- Graphic Designer/ Administrative Assistant 2015-2016

- Provide research resources and help develop student projects. Assist with prints, scheduling, and website development and management.
- Answering and redirecting phone calls, scheduling meetings and providing personalized support for other employees in their office.

OTHER EXPERIENCE

Harrison High school - **Coach Assistant 2018-2019**

Hudson Catholic High school - **Coach Assistant/ Head JV 2019-2022**

United East AAU Program - **Head Coach 2023-Present**

REFERENCES

Available upon request



WAKEEMAH SAWYER

Architect & Graphic designer

The Culture in Future Design

I design with the heart of the culture on my sleeve. I design with the mindset that culture is the way of life, especially the general customs and beliefs. As both an architect and graphic designer I wish to personalize relationships with my clients. In addition, I wish to create structures that resonate with the individual's expectations and identity like residency or urban communities. Focusing on housing shortage, reasonably priced, relocated, and redevelopment in the urban communities with my designs to display positive change – specifically the community in which I grew up. The goal is to grow with my community. As the needs of my city change, I want to adapt to those needs as it takes new direction.



Live & Make Project
Canal Street



New Havana

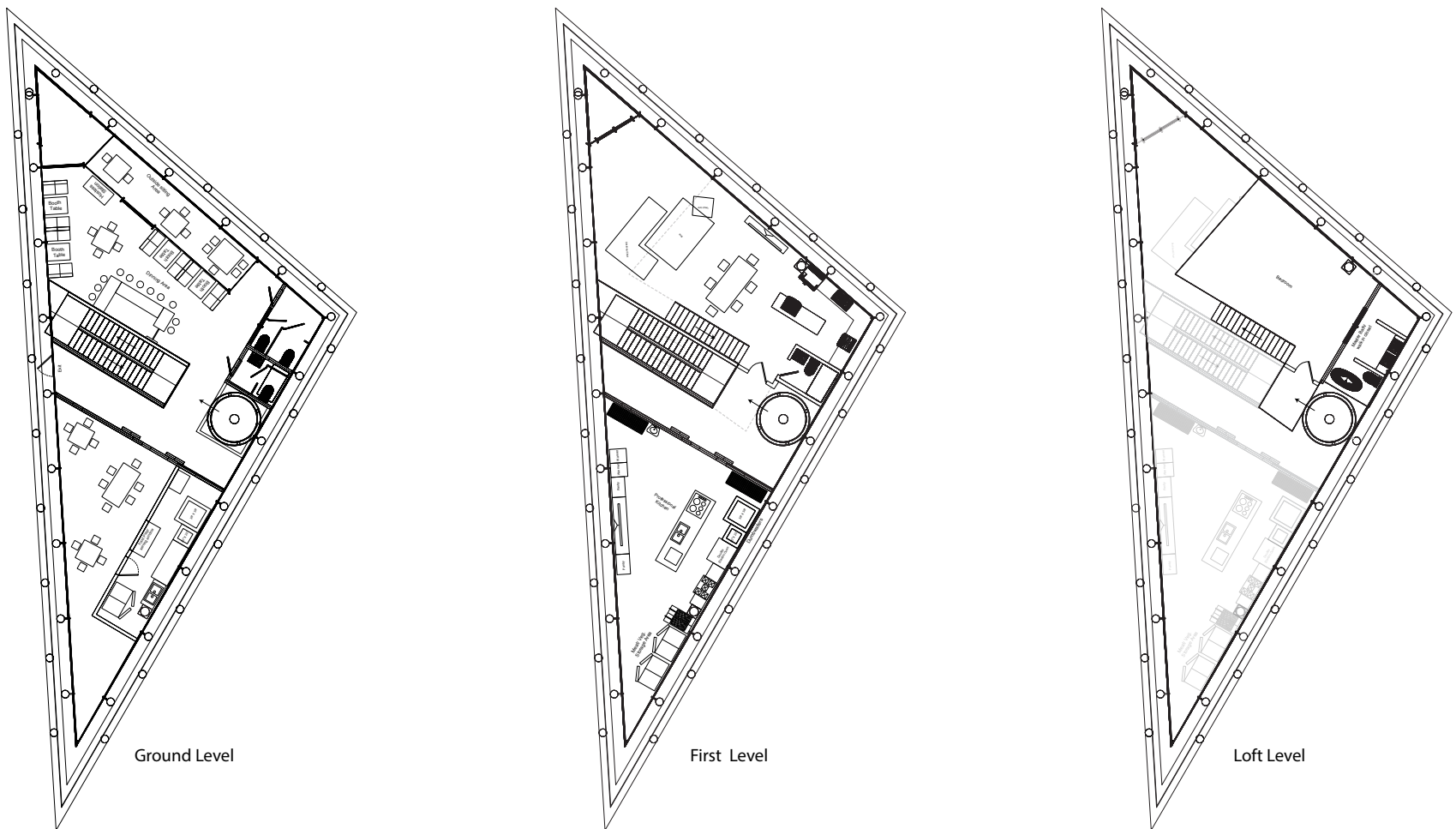


Modular House
Factory

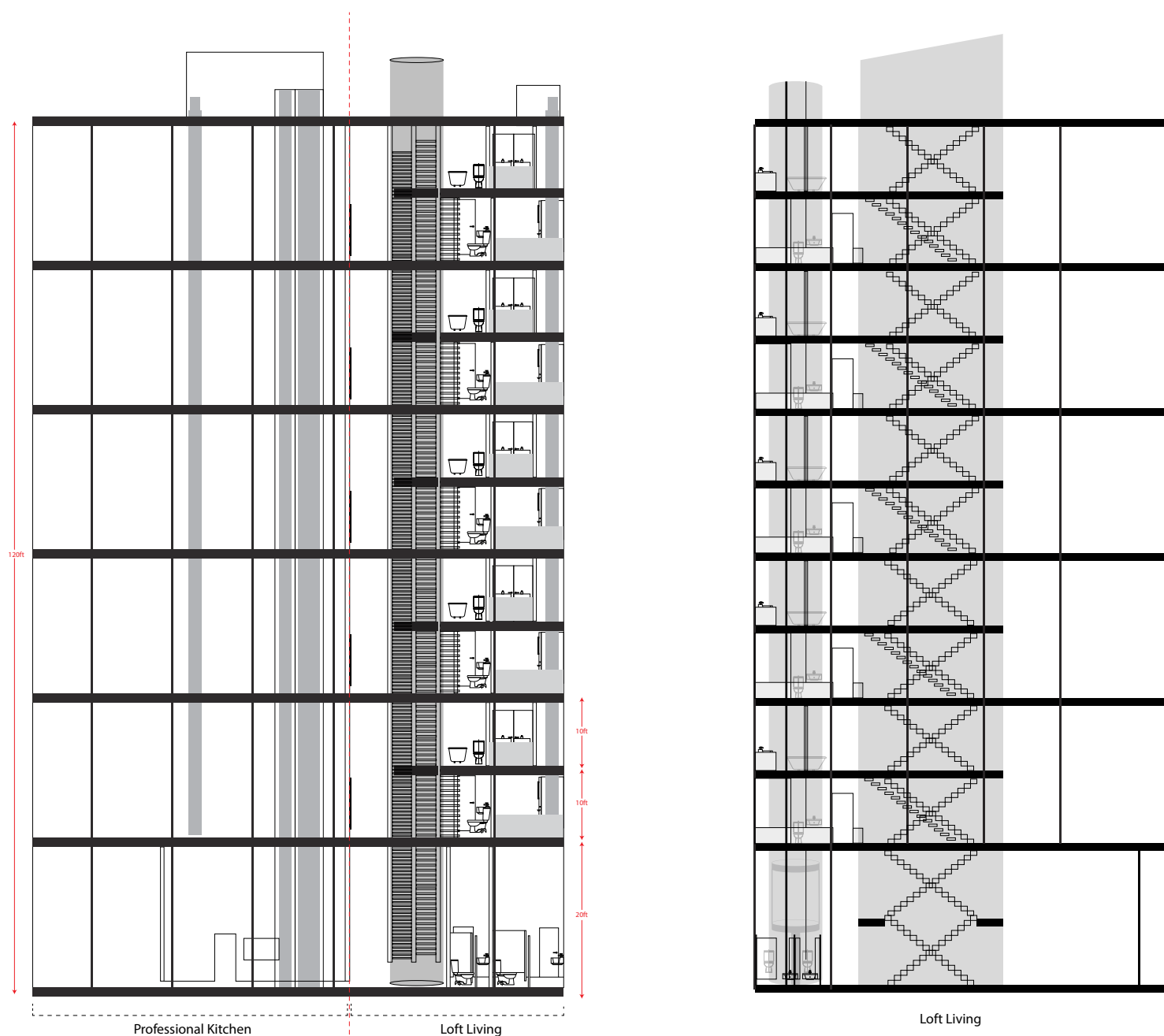
Live and Make

Based on the mapping, take a position, derive a concept or state a thesis about the intended site. Use the triangular site located 15 Canal Street New York, NY. Design a structure that supports your concept and/or program; must support both the “live” where residents stay in part of the building and “make” where the program and/or business takes place.

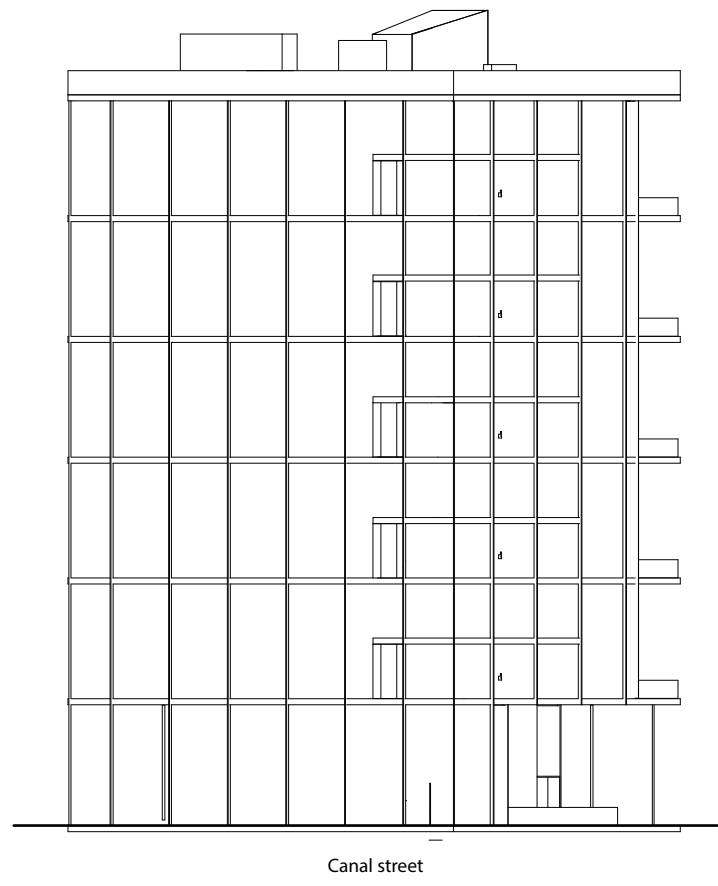
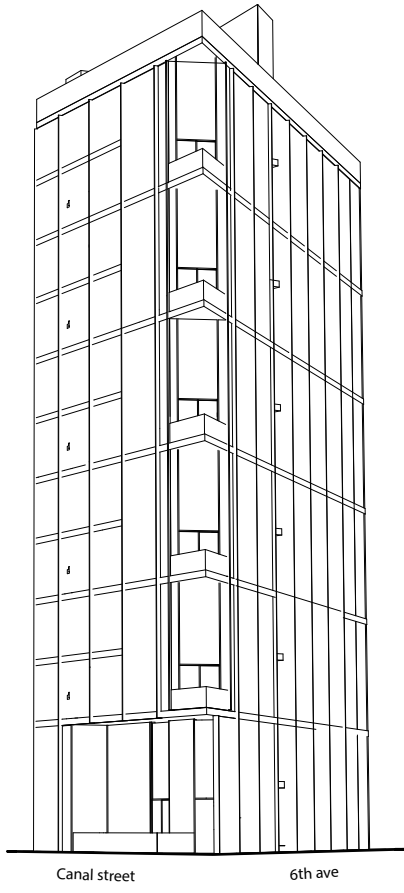
FLOOR PLANS



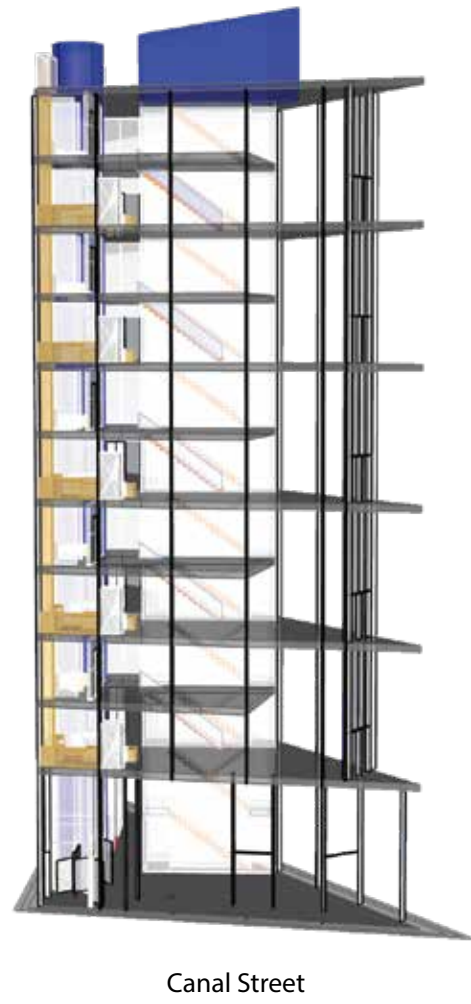
DIAGRAMMATIC SECTIONS



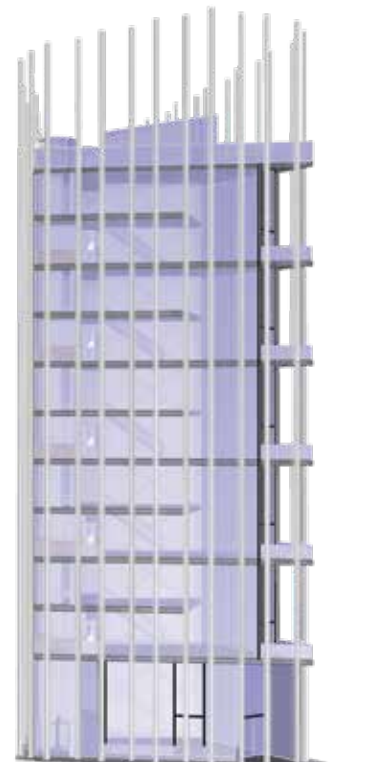
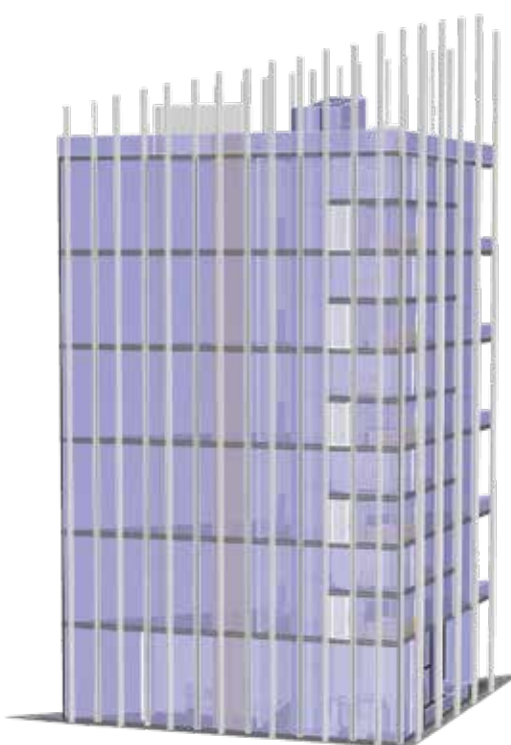
ELEVATIONS



3D INTERIOR MODEL



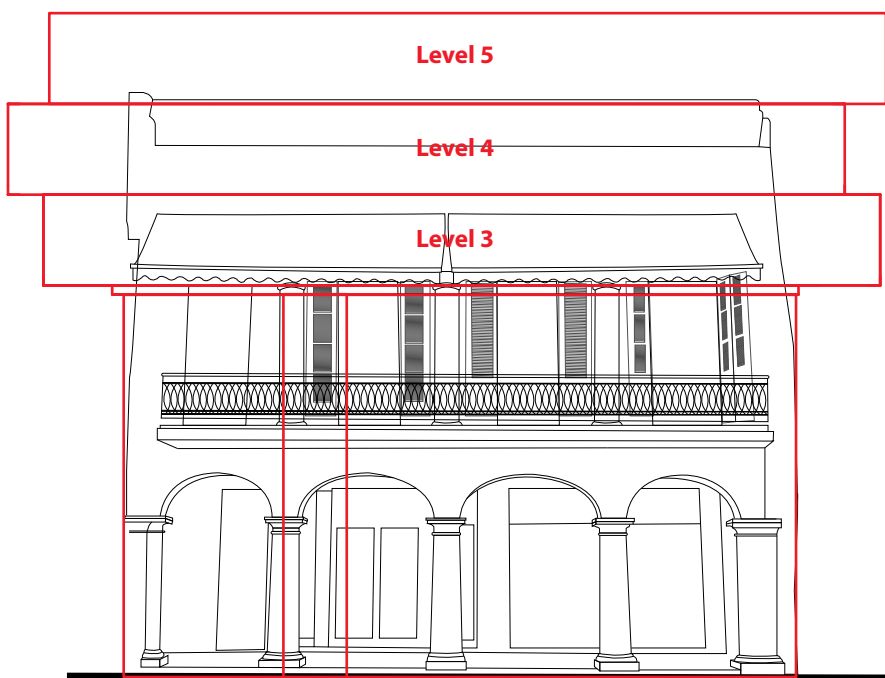
3D EXTERIOR MODEL



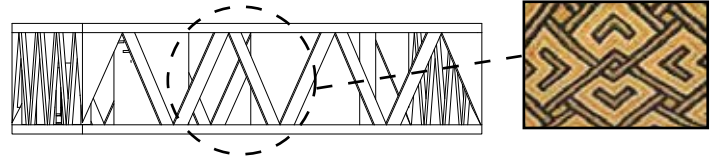
New Havana

In the Plaza Vieja, this building structure formally known as Paul's and Shark Boutique will be remodel into a more educational and extravagant environment. The site will remain a Boutique keeping partial of its existing façade to appeal and originate back to its Cuban origin. The newly remodeled façade however will explore the dynamics of CLT to display a lighter more sustainable look and feel. The model's inspired structure is based on the idea of the Rubik Cube. One of the architectural designs to reference is the d'Arenberg Cube, an Australian vineyard designed by Chester Osborn.

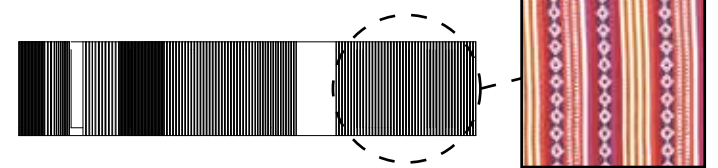
ADDITIVE PLAN



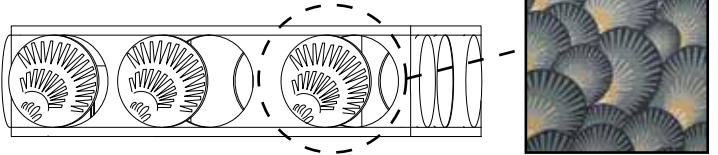
Level 5



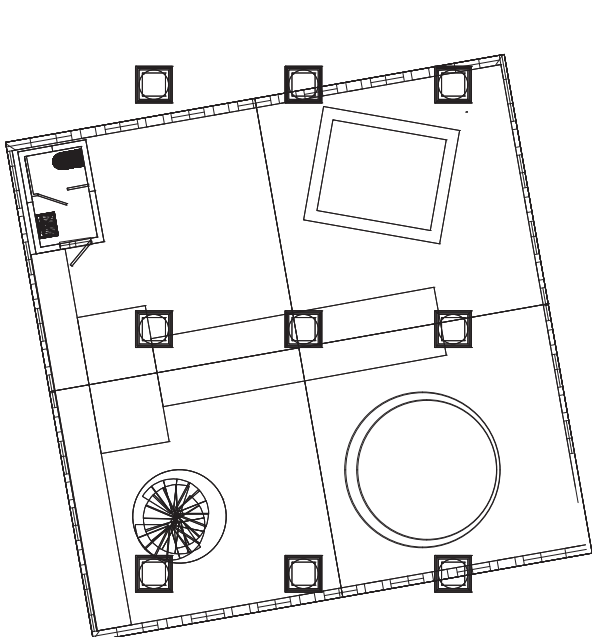
Level 4



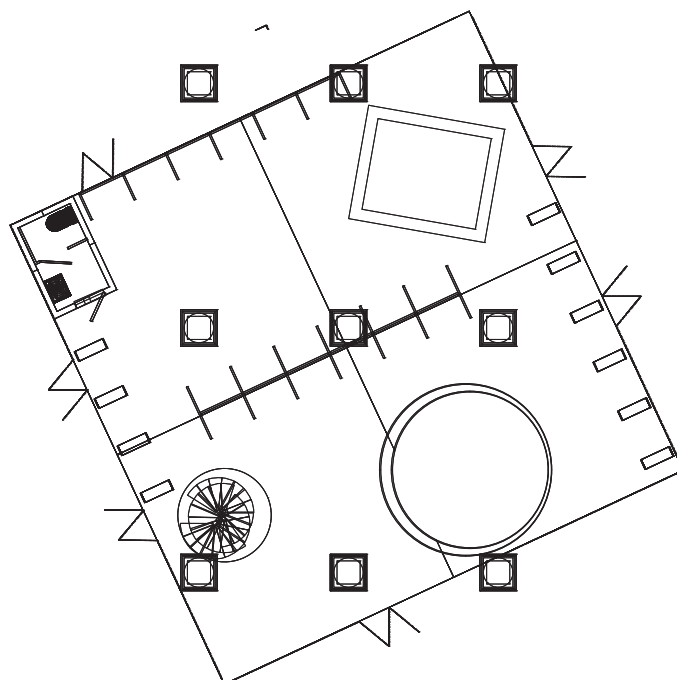
Level 3



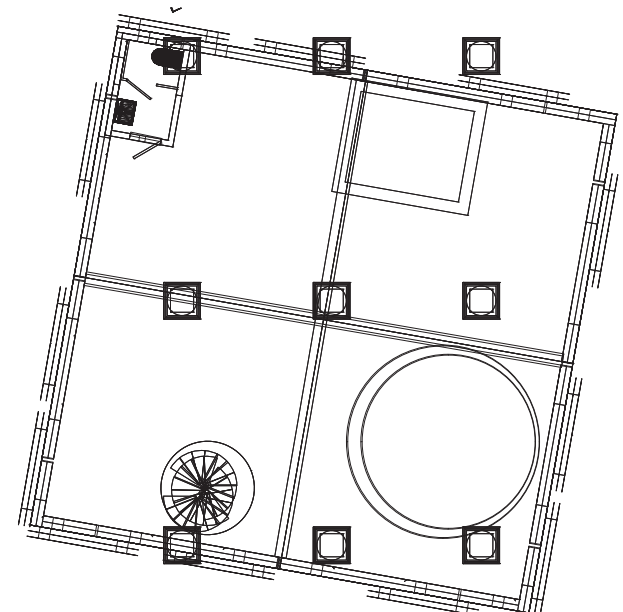
FLOOR PLANS



Level 5

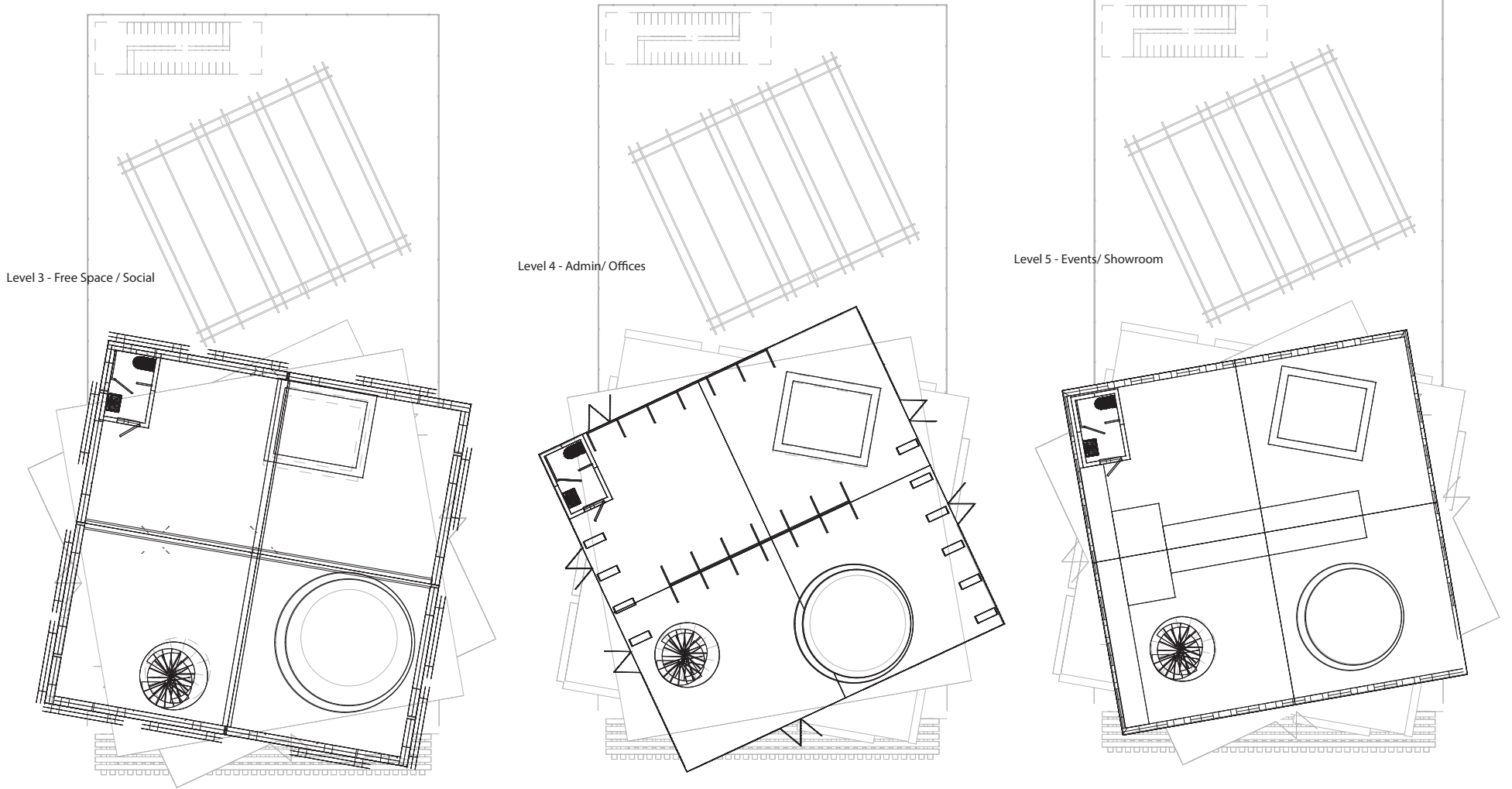


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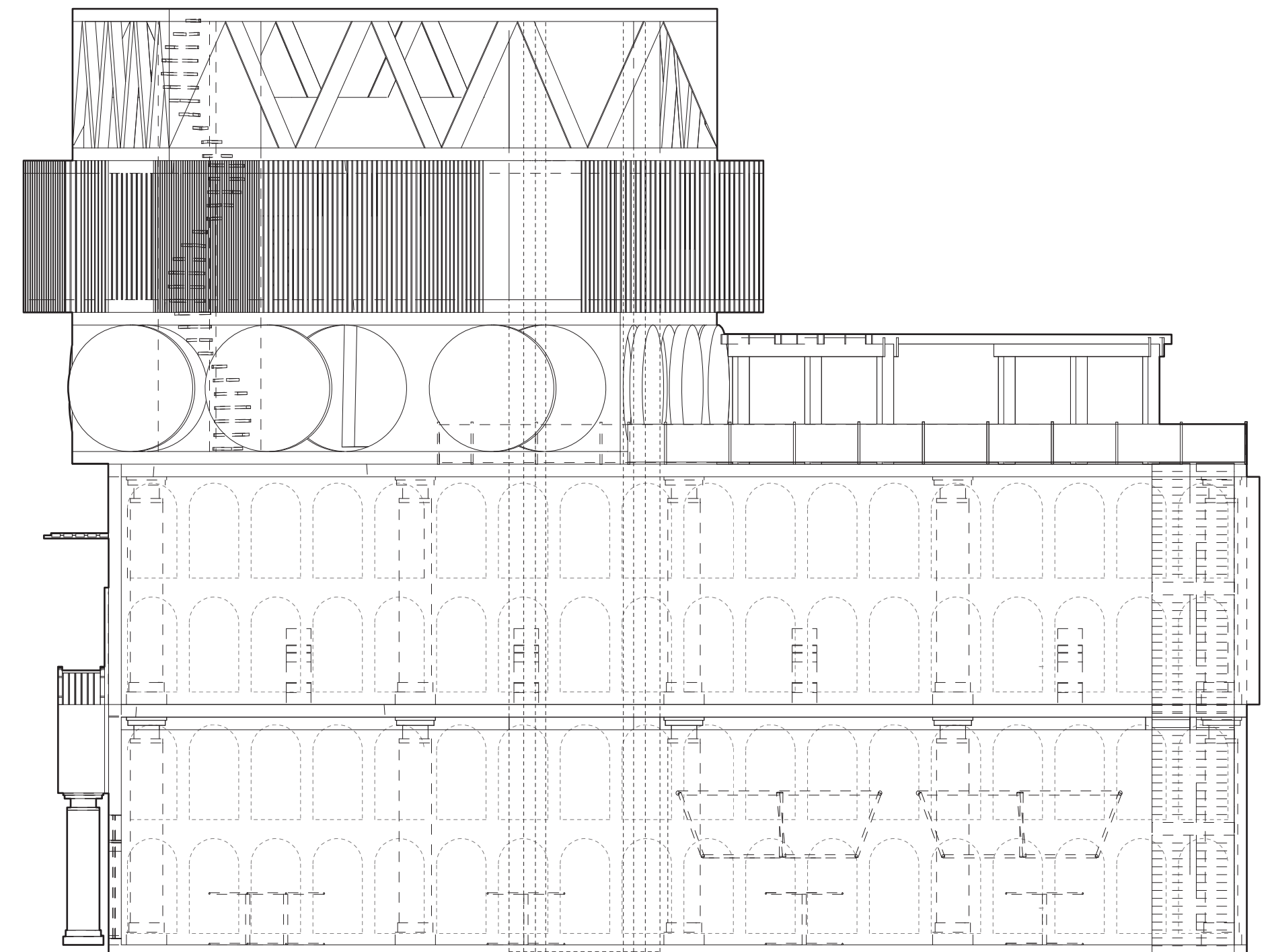


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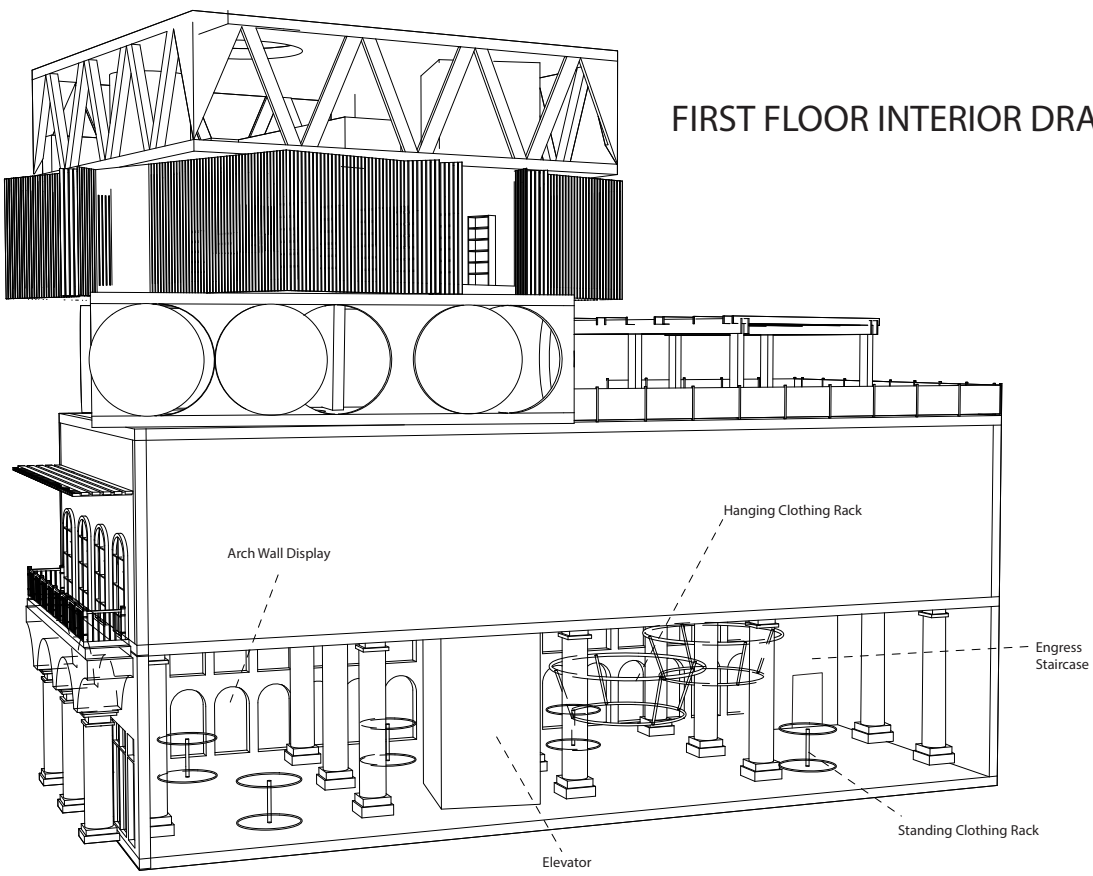
FLOOR PLANS



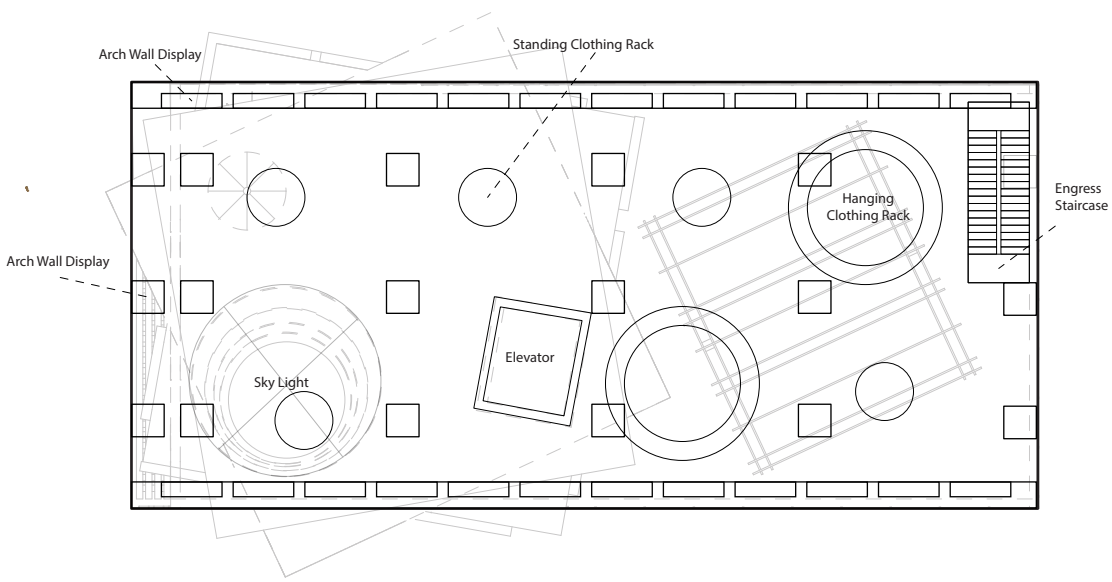
SECTION DRAWING



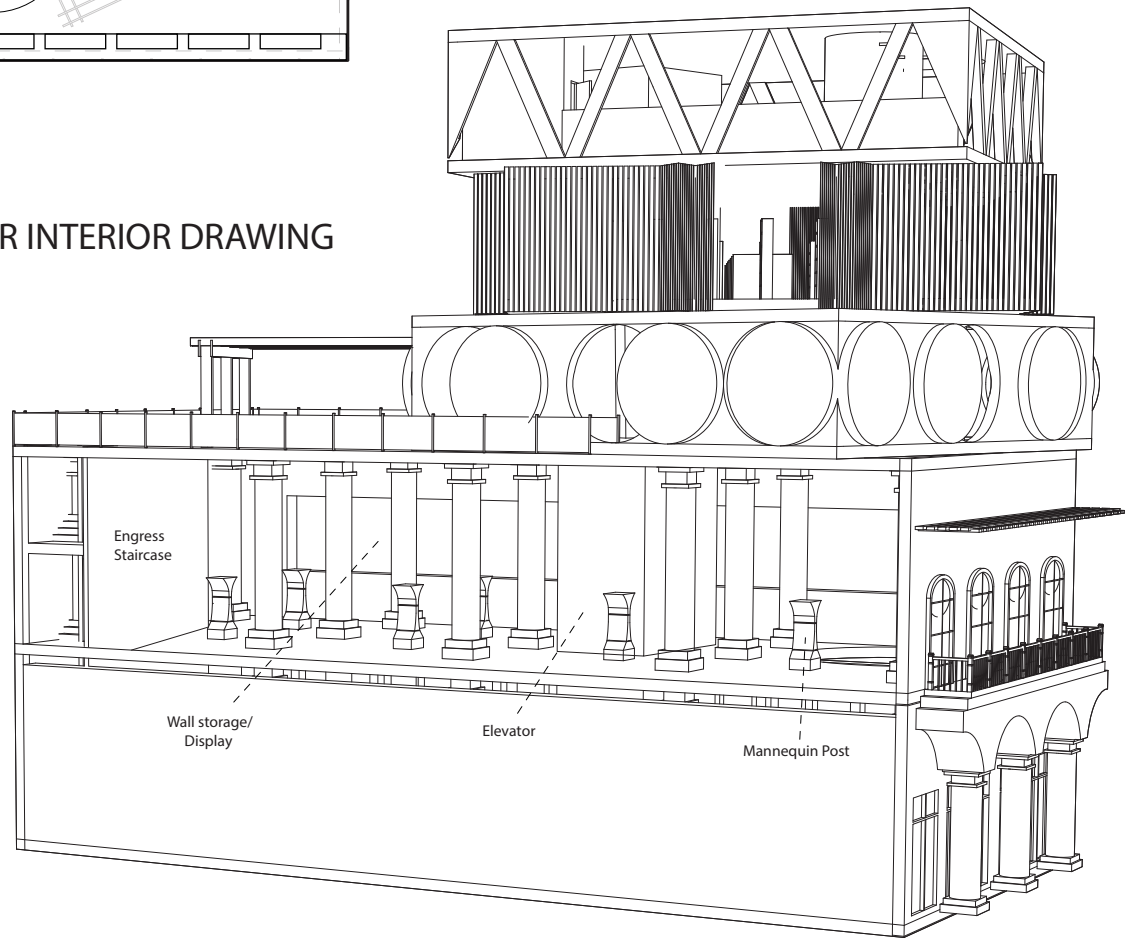
FIRST FLOOR INTERIOR DRAWING



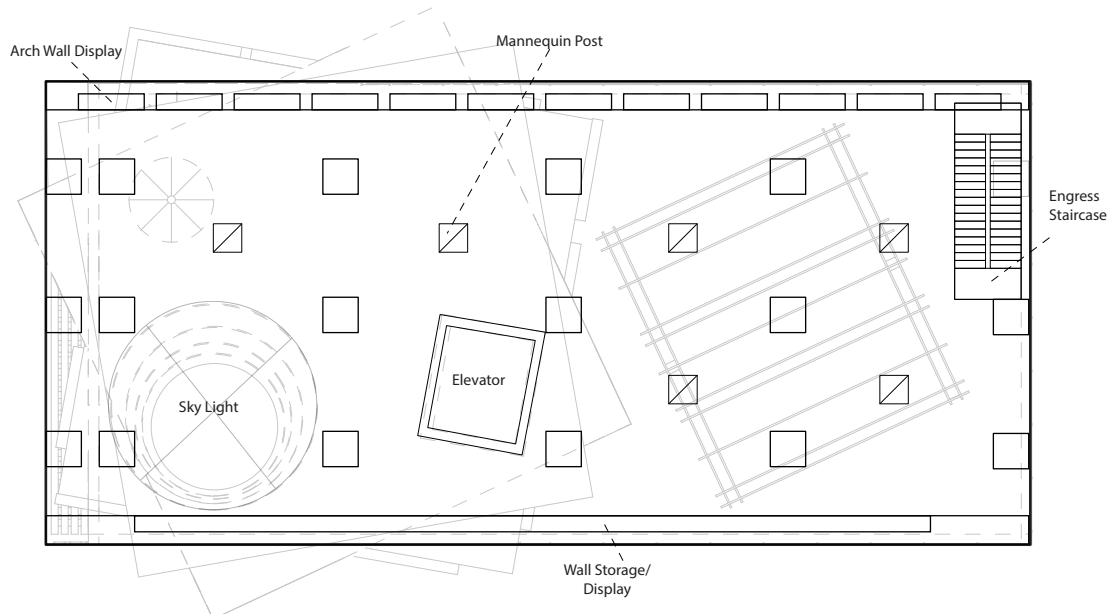
FIRST FLOOR INTERIOR PLAN VIEW



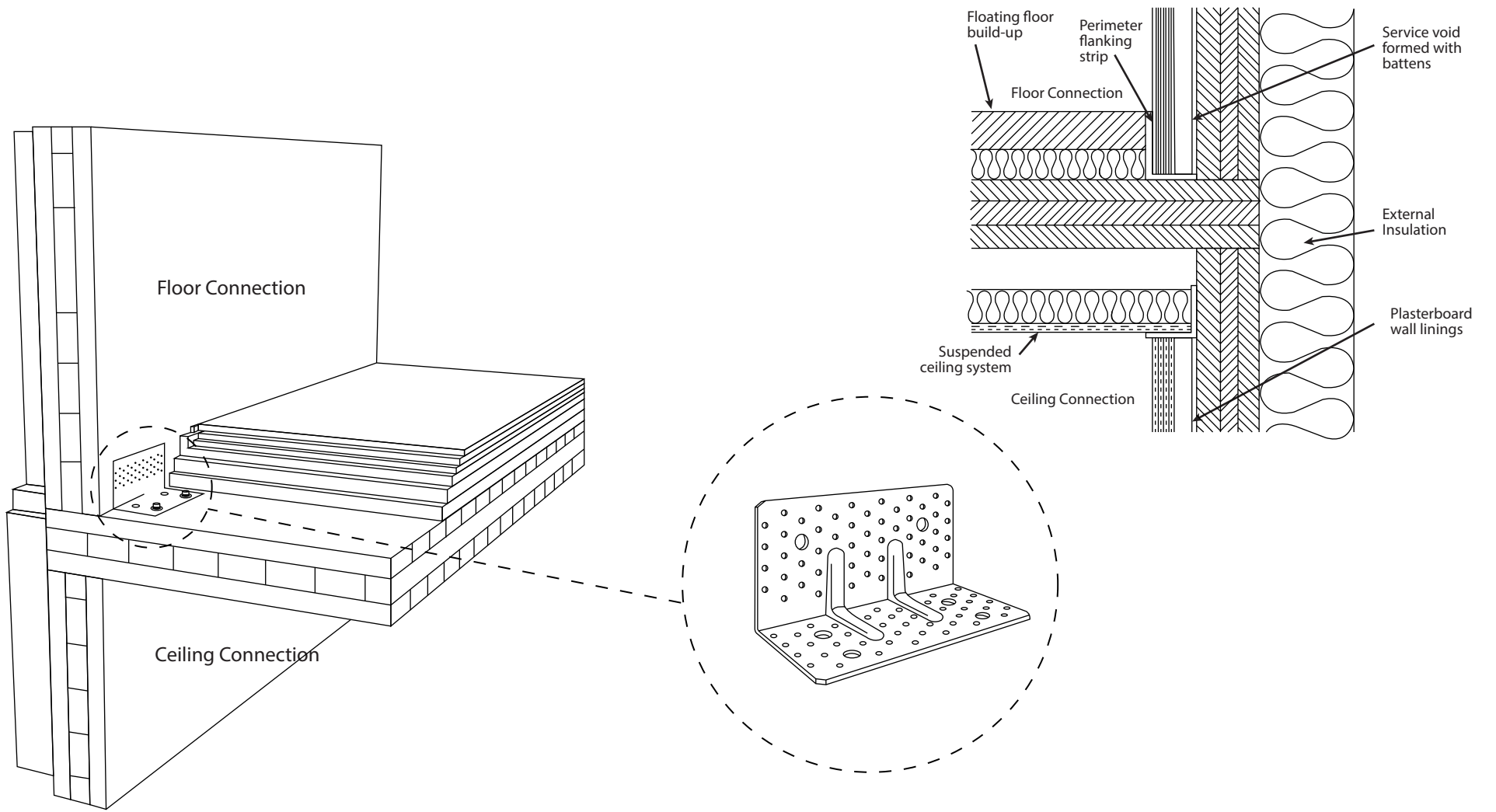
SECOND FLOOR INTERIOR DRAWING



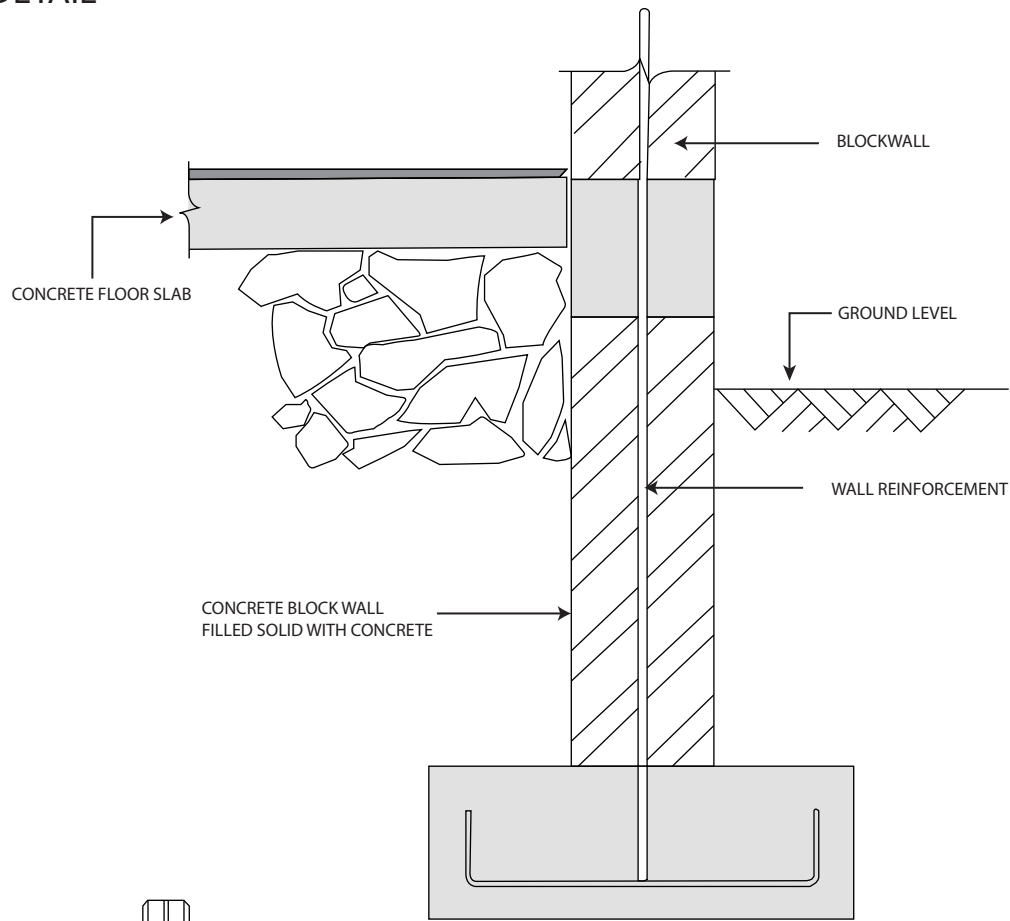
FIRST FLOOR INTERIOR PLAN VIEW



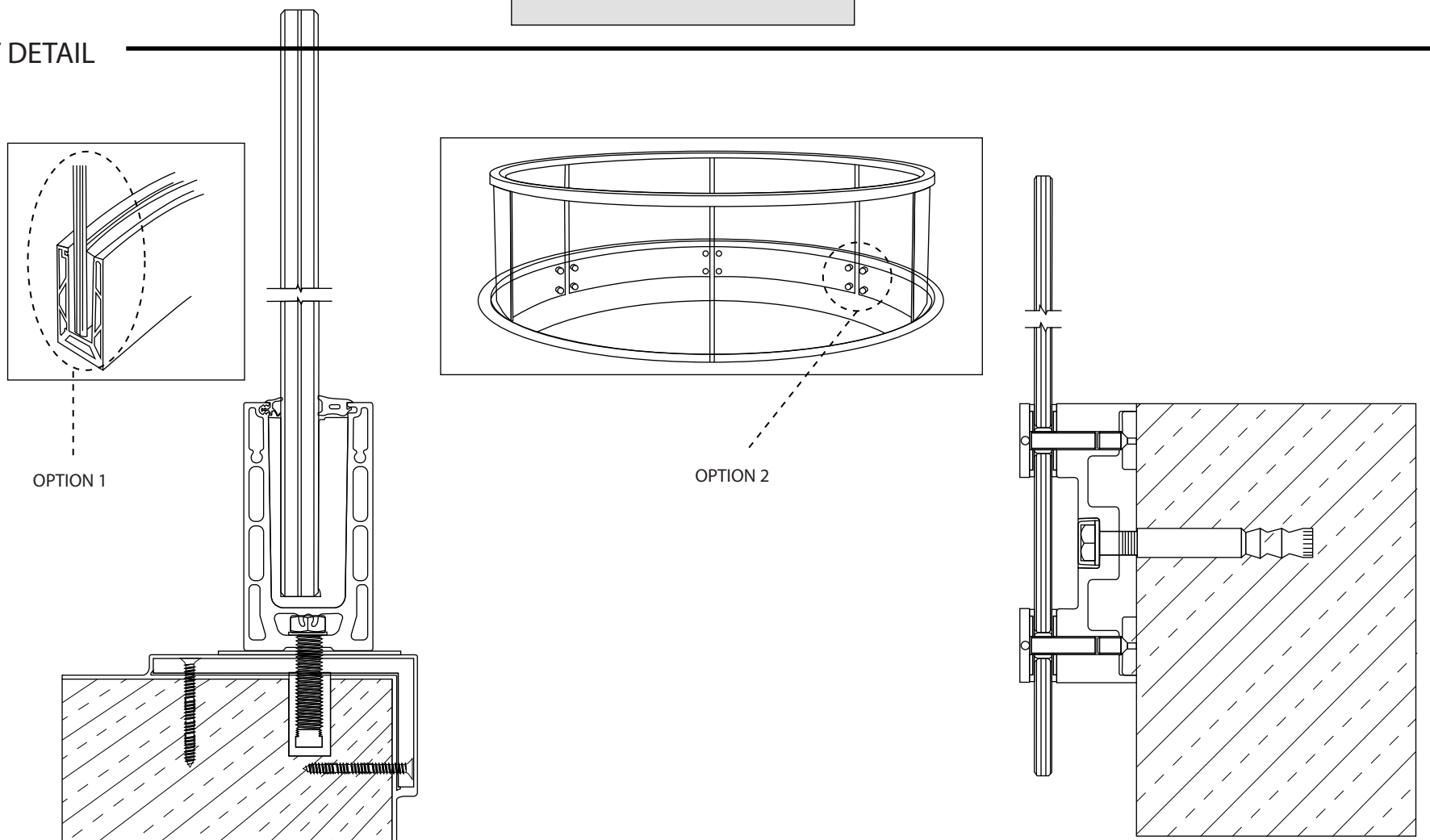
CLT WALL SECTION DETAIL



STONE WALL SECTION DETAIL



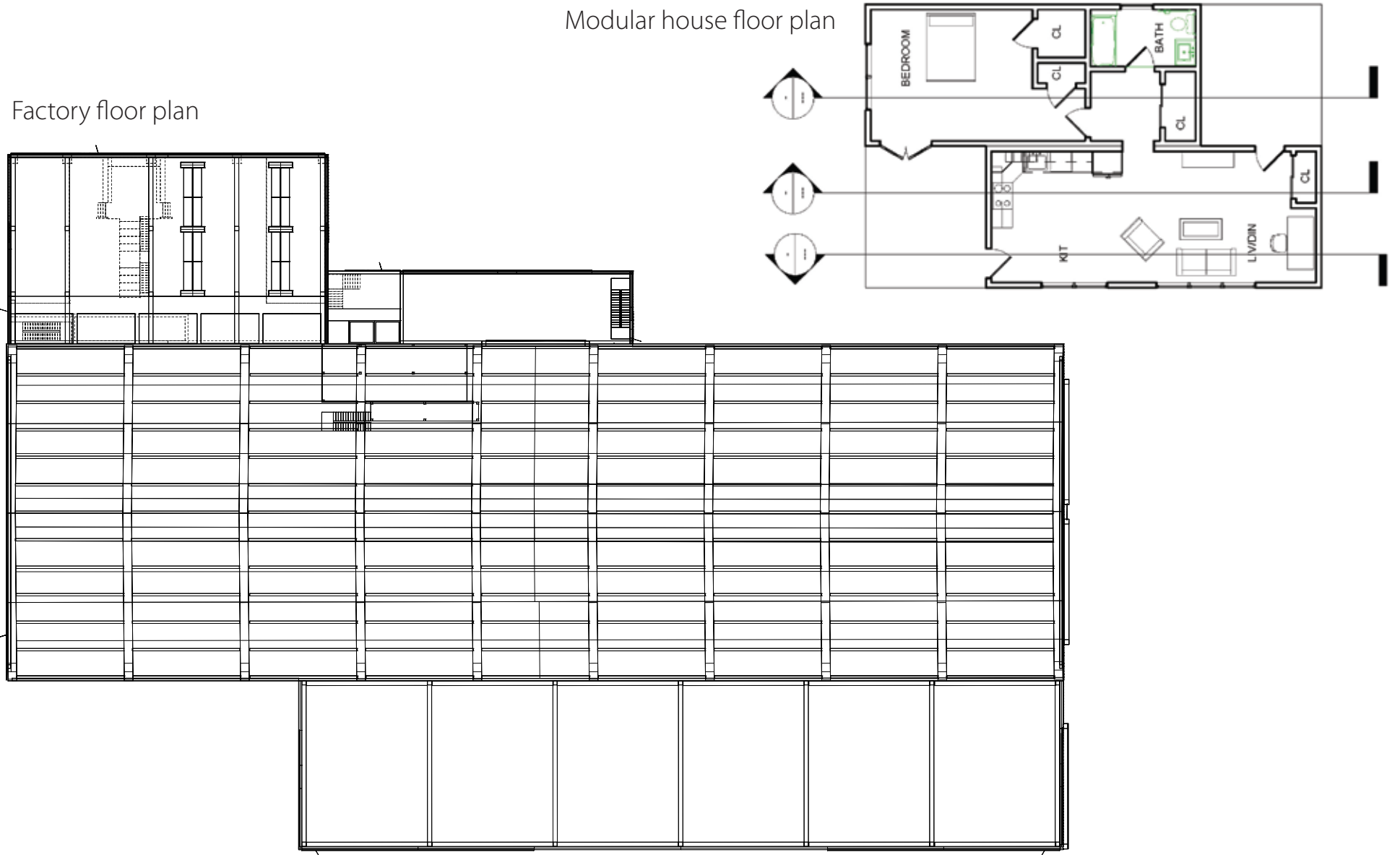
SKY LIGHT DETAIL



Modular House Factory

Produce a Programmatic space and generate a conceptual plan as well as sectional layout for a Modular House Factory based on the knowledge gained from the Precedent Research and Analysis located at 108 Taylor street, Trenton NJ. Develop the Modular House Factory 'Branding', including name, logo, concept, look and feel, etc.

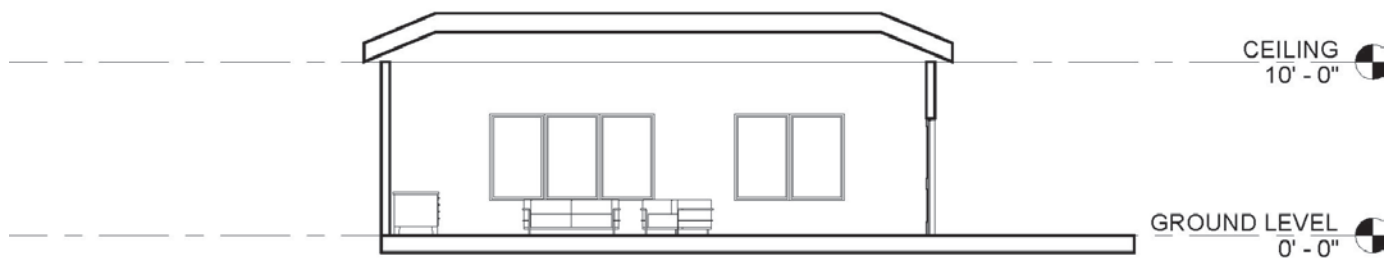
FLOOR PLANS



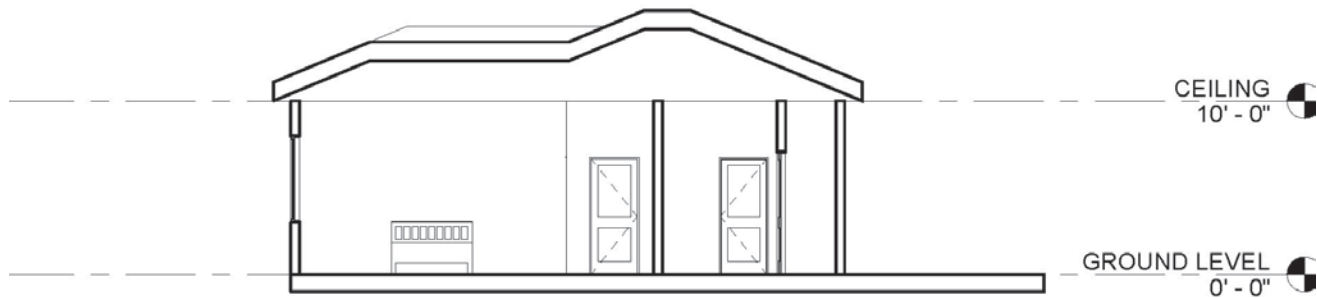
SECTION DRAWINGS

MODULAR HOUSE

EAST SECTION



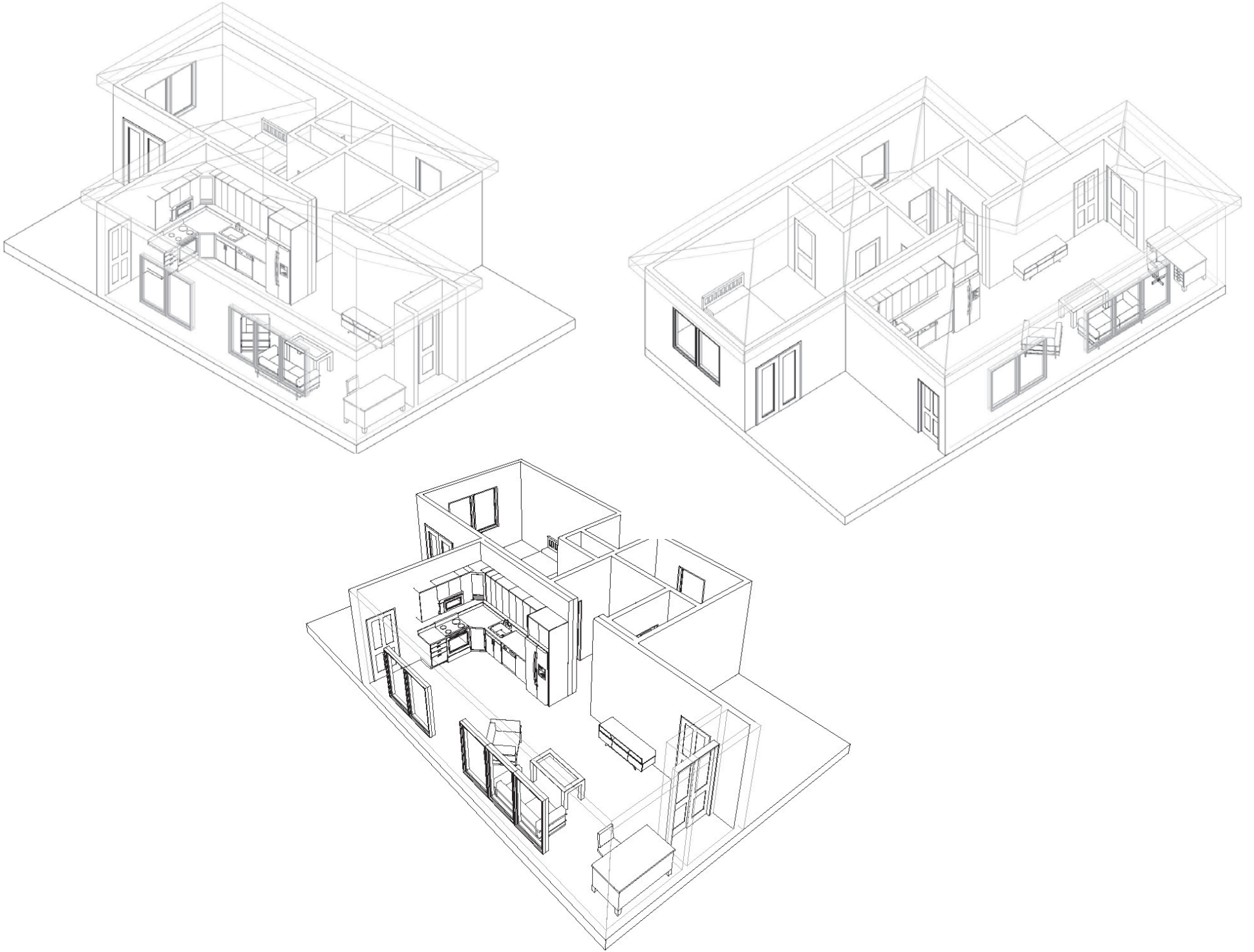
WEST SECTION



WEST SECTION

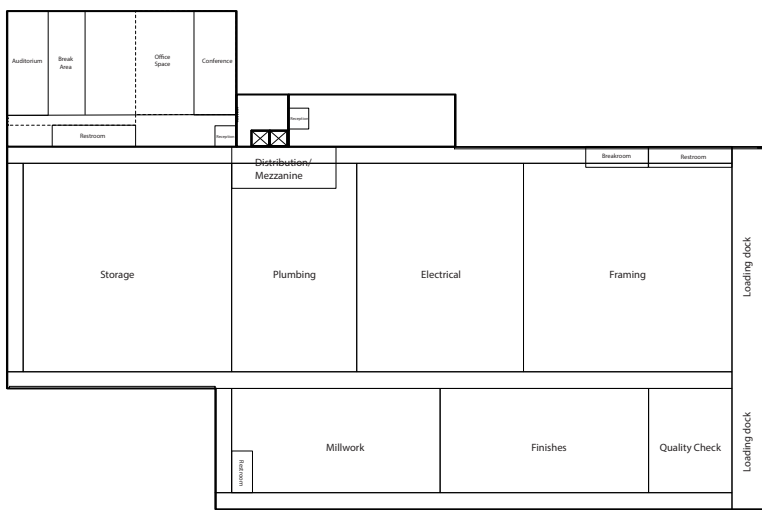


ISOMETRIC DIAGRAM



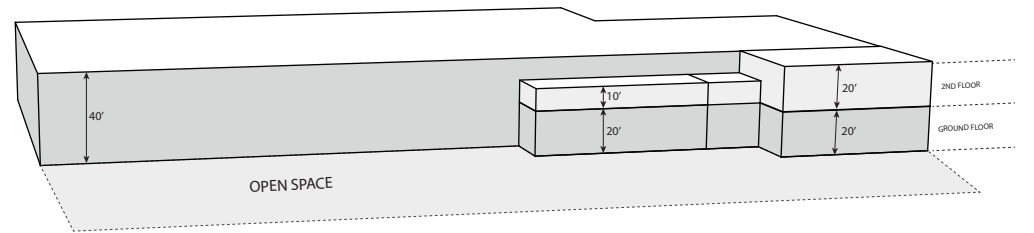
CONCEPTUAL DIAGRAM

MODULAR HOUSE FACTORY



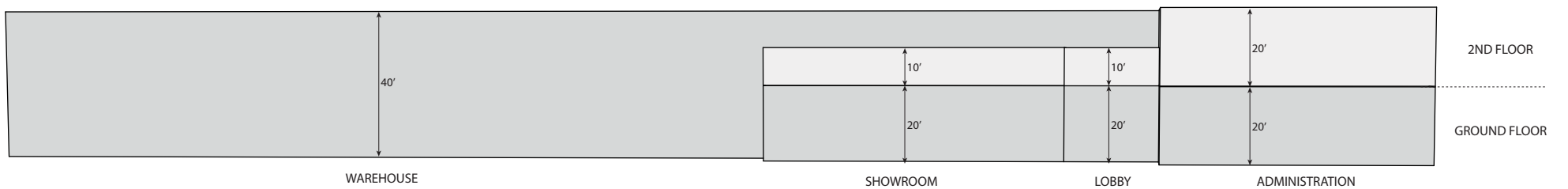
PROPOSED FLOOR PLAN

1/16" = 1'-0"



NORTHEAST ISOMETRIC

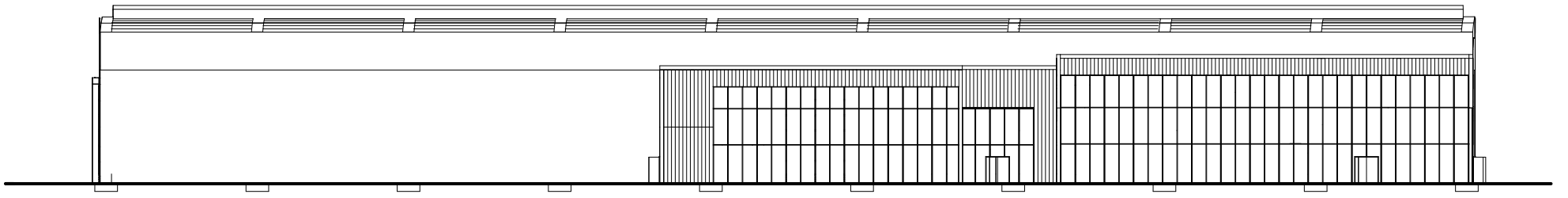
1/16" = 1'-0"



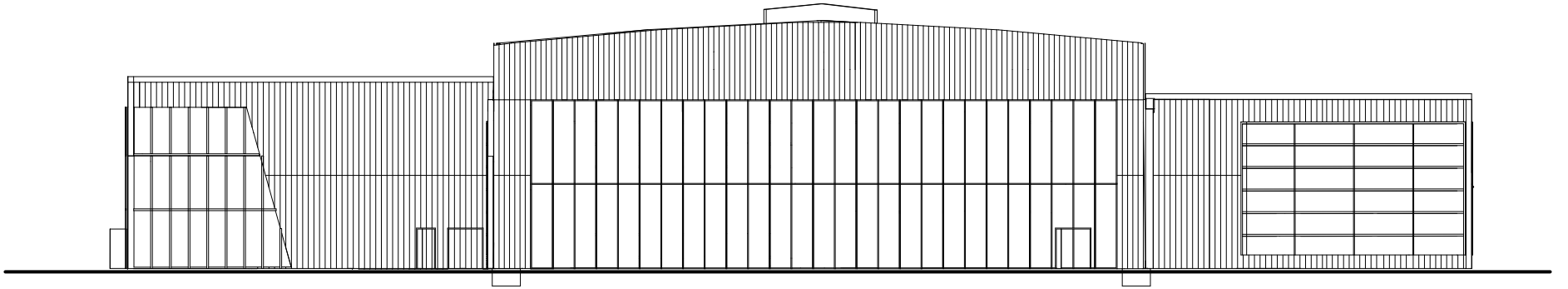
NORTH ELEVATION

1/16" = 1'-0"

ELEVATION DRAWINGS

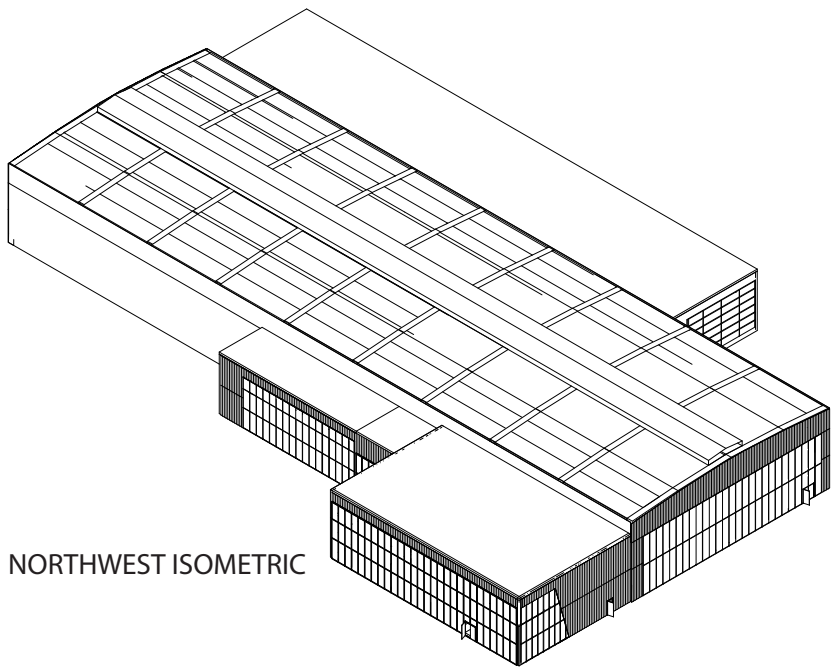


NORTH ELEVATION

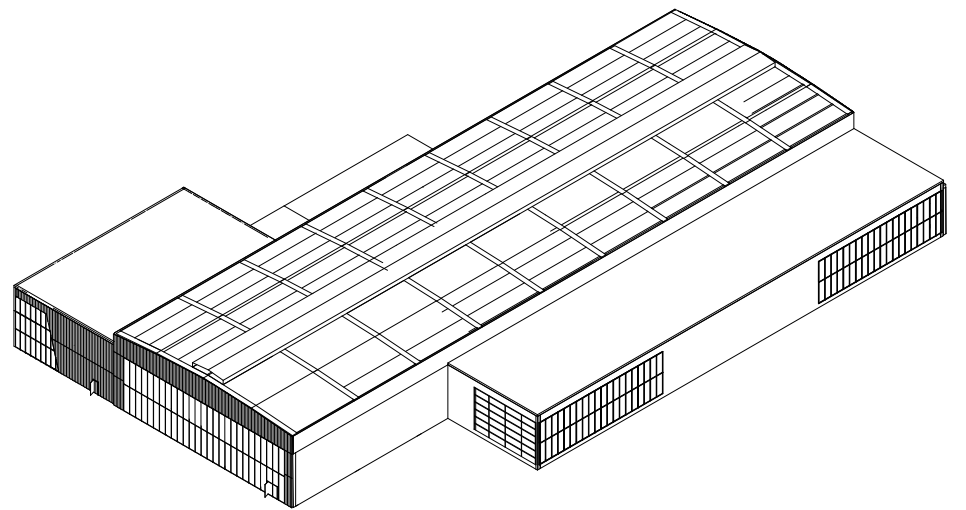


WEST ELEVATION

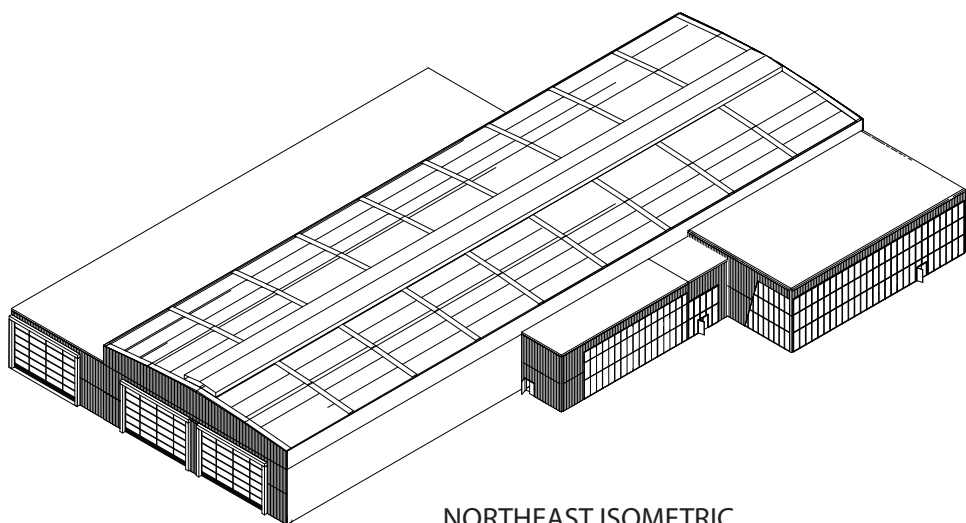
ISOMETRIC DRAWINGS



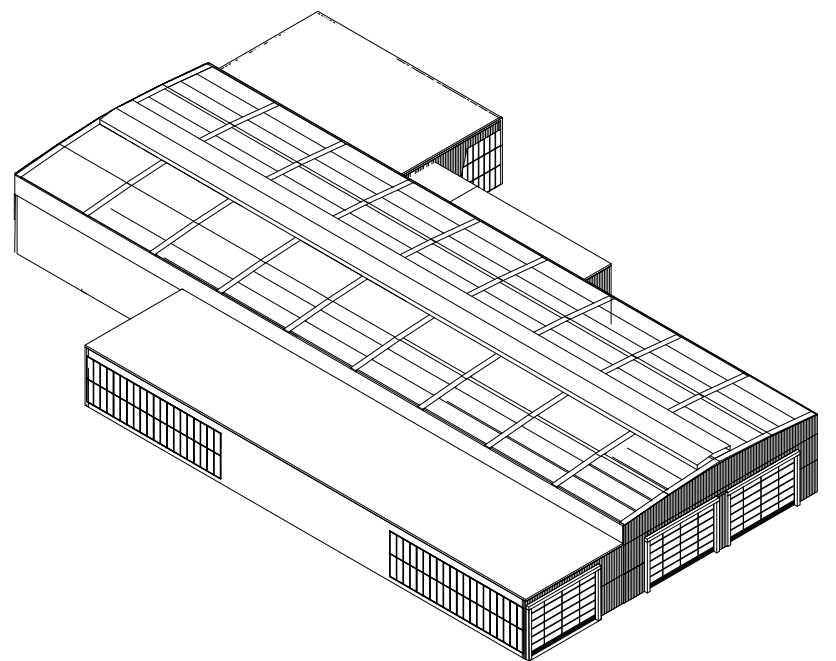
NORTHWEST ISOMETRIC



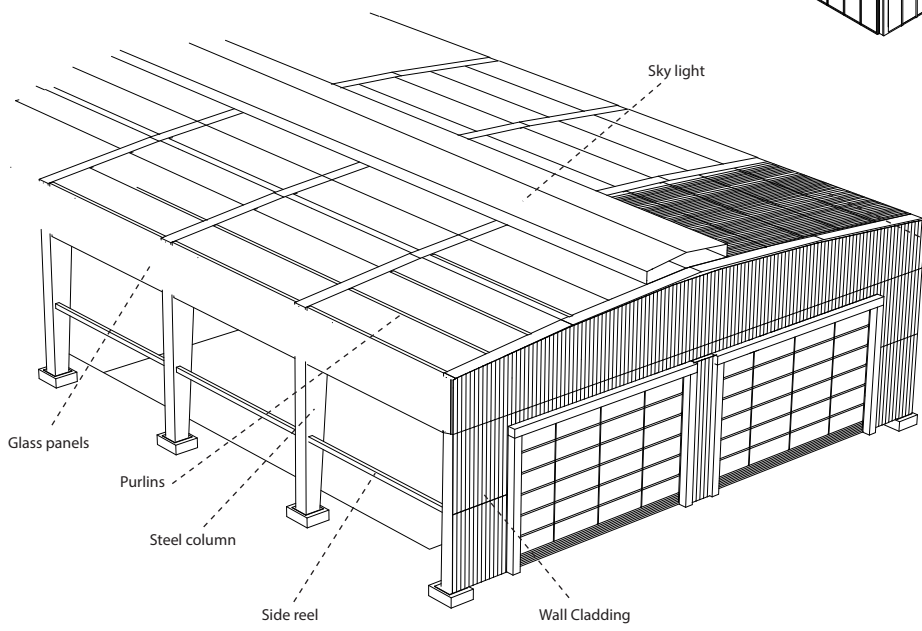
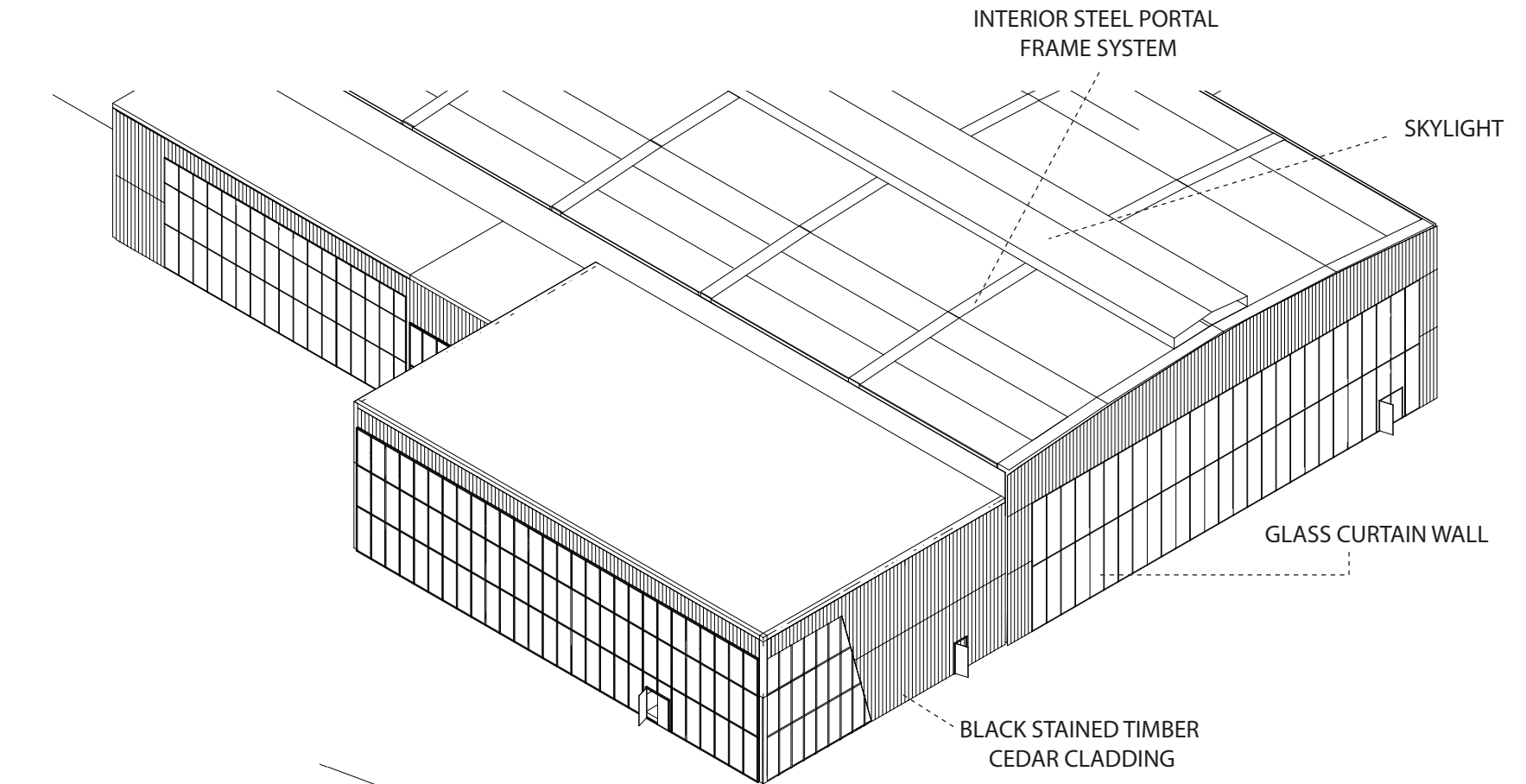
SOUTHWEST ISOMETRIC



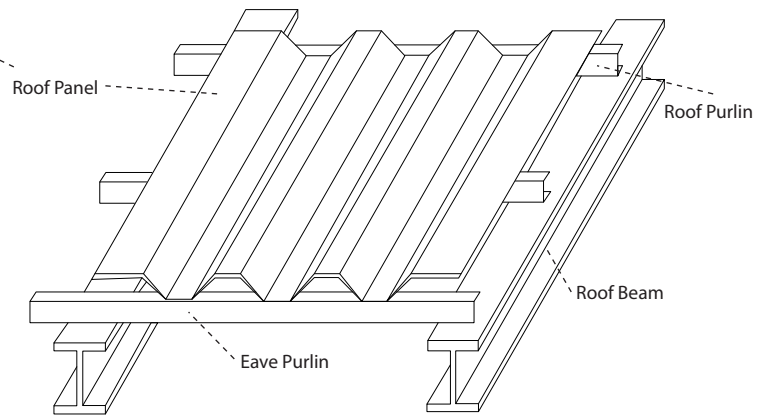
NORTHEAST ISOMETRIC



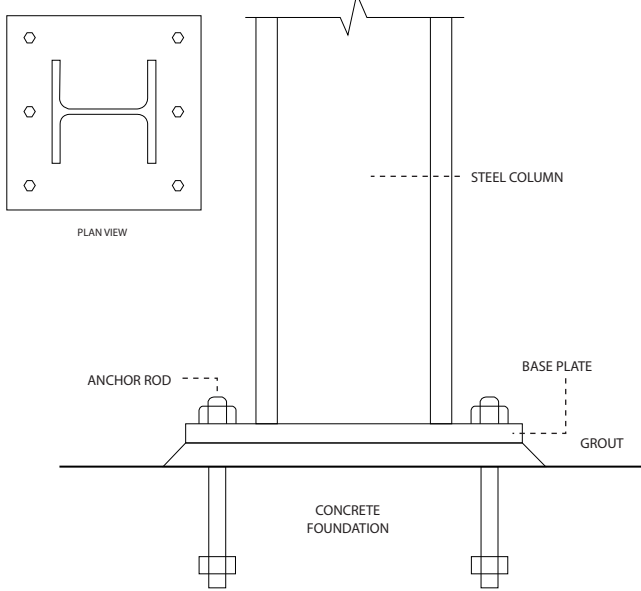
SOUTHEAST ISOMETRIC



CEILING DETAIL



BASE PLATE OUTER BOLTS SYSTEM



WALL DETAIL

