Bella Sehba Sadik

Graphic Designer · Photography, Print and Digital

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SUMMARY

I'm a graphic designer with roots in studio art. I shoot, retouch and composite product photography by hand in Photoshop, and I produce work across print, social, email and web. I work well on my own and see projects through from first shot to final file. Three years in-house, plus museum and publication work. Outside of work, I design my own filet crochet patterns, rework vintage clothing, and love learning the history of textiles and designed objects.

EXPERIENCE

Build Your Firm — *Madison, CT*
Website Developer and Digital Designer — *Jul 2023 – Present*

- Built an email design system for client onboarding, a monthly newsletter and a sales campaign. Redesigned the newsletter, now sent to 3,000+ subscribers, with a 15.8% click-to-open rate on the October 2026 issue.
- Design and code website templates and custom client sites, including a high-end site for a boutique audit firm (Figma, HTML, CSS).
- Manage 5+ client projects at a time on my own, alongside the company's in-house marketing work.
- Visual lead on a shipped product redesign, keeping one consistent visual system across every screen.

Plush Skate Shop — *New Haven, CT*
Product Photographer and Graphic Designer (Freelance) — *Sept 2024 – 2025*

- Shot limited-edition, raffle-based sneaker drops at New Haven landmarks, then composited each shoe into the scene by hand in Photoshop, matching light and shadow. Posts stood apart from the stock brand images other retailers posted the same day.
- Shot, styled and retouched store, house-line and e-commerce catalog photography for Plush-Tek, the shop's own clothing line.
- Designed select marketing emails, an event poster, and a fundraising social campaign for the Edgewood Skatepark rebuild.

William Benton Museum of Art — *Storrs, CT*
Graphic Designer — *Sept 2022 – May 2023*

- Designed print, social and motion promotion for exhibitions and public programs, and newsletters to 1,000+ patrons, including the 'Seeing Truth' exhibition with objects from the American Museum of Natural History.
- Built a Google Earth virtual tour of campus sculpture and a printable scavenger hunt for kids.

UConn Design Center Studio — *Storrs, CT*
Graphic Designer — *Sept 2022 – May 2023*

- Concept lead on *Closed Switch*, the 2023 MFA exhibition book for the show at the Benton: creative direction, grid, typography, color and sequencing, built as a system the wider team could apply. Silver, Student Print/Published, 2023 CT Art Directors Club Awards.

Homer Babbidge Library — *Storrs, CT*
Graphic Design Intern — *Sept 2022 – May 2023*

- Designed posters, banners and digital signage for university events with 15+ student organizations.

EDUCATION

University of Connecticut — *Storrs, CT*
BA, Graphic Design and Studio Art — *2019 – 2023*

- Paul Zelanski Academic Excellence in the Arts Award, 2023

SKILLS

Photography and image: product, e-commerce and lifestyle photography; styling; hand retouching and compositing; color correction

Design: production and file prep, typography, editorial and print, brand identity, email, web, motion

Tools: Photoshop, Lightroom, InDesign, Illustrator, After Effects, Figma, Procreate

Code: HTML, CSS, Mailchimp

Craft: filet crochet, reworking vintage clothing