

Vedant Patel —

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EXPERIENCE

UW/UX — Brand Lead

Jul. 2019 - Present

Expanding Waterloo's student design community by adapting the team's brand strategy to promote events.

Collaborating with the marketing team to maintain consistency in event promotions targeting **100+** students.

Waterloo Business Review — Design Lead

Jul. 2019 - Present

Designing their brand identity and website viewed by over **50** students.

Developing leadership skills by **leading** the creative team along with **planning** the vision for the final term publication.

Freelance — Branding, Visual, & Product Designer

May. 2018 - Present

Worked with over **30+** clients **developing** and **designing** their brand, graphics, or website.

PROJECTS

DeskSense — Mobile App

Dec. 2019

Researched, designed, and prototyped an iOS mobile health app catered towards professionals or students working at a desk for long periods of time.

Conducted user tests with over **20+** creatives and did a competitive analysis to cater towards the users needs.

30 Days, 30 Teams, 30 Posters. — Poster Series

Dec. 2019

Challenged myself to **improve** my visual design skills by planning and designing sport posters for each NBA team everyday for **30 days**.

West Humber C.I Redesign — Branding and Website

Aug. 2019

Conducted surveys among **100+ students** to determine issues with their branding.

Redesigned their branding and website to create more of a versatile and consistent look.

EDUCATION

University of Waterloo

Sep. 2019 - Present

Bachelor of Global Business & Digital Arts,
Class of 2023

SKILLS

Tools

Figma, Photoshop, Illustrator, Lightroom,
Adobe XD, Invision

Product

User-centered Design, User Research,
Storyboarding, Wireframing

Design

Branding, Illustration, Interaction,
Photography

RECOGNITIONS

President's Scholarship — University of Waterloo

Sep. 2019

Excellence in Visual Design — West Humber C.I

Jun. 2019, 2018, 2017