

Ameya Goel

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EDUCATION

University of British Columbia

Bachelor of Arts in Computer Science

Vancouver, BC

Aug. 2021 – May 2024

EXPERIENCE

UBC AUS Graphic Designer

University of British Columbia

July 2022 – Present

Vancouver, BC

- Designed and developed a variety of graphics for Social Media, Logos, and merchandise for a 14,000 student department using the Adobe Suite
- Interpreted ideas and took feedback/criticism from clients in over 10 departments across the company into account
- Created and developed designs and advertising for social media accounts with over 5,000 followers with consistent themes and branding and increased event turnout by 65%

Graphic Designer and Illustrator

RIT Reporter Magazine

Aug. 2020 – May 2021

Rochester, NY

- Collaborated with writers to add a visual story addition to an article that kept the reader engaged for 50% longer
- Took into account article content, other designer and illustrators work, and feedback to create cohesive spreads on a variety of topics seen across a school of over 10,000 students
- Reviewed Design layout and responded to edits and critique quickly and professionally for over 12 articles

Freelance Artist and Designer

Freelance

Aug. 2019 – Present

Denver, CO

- Created logos and designs using illustration programs and Adobe suite for multiple companies
- Worked with Quick Draw Archery to develop sweatshirt designs that sold out within a month
- Worked with UC Riverside Taiko Club to develop logos and merchandise for their Spring Concert advertised to over 1,000 people

PROJECTS

Candy Rush Game (Team of 4) | C#, Git, Visual Studio Code

Jan 2021 – May 2021

- Developed a full 2D game using C# and Monogame as the framework
- Designed the UI environment, enemies, and 2 NPC characters to create a cohesive visual style in the game
- Went through 3 different stages of prototyping and trial starting with storyboard sketches, basic 2D animation made in Procreate, Random Level generation, and play testing.
- Worked through different methods of implementing player movement, sprite animation, and NPC activity through arrays of different animation frames

Simple Dress Up (Personal Project) | HTML5, Javascript, Adobe Suite

July 2022 – Present

- Developed a Game UI and Design for a basic entertaining Dress Up Game with 30+ Assets
- Sketched and prototyped the UI interface through storyboards before prototyping using Adobe XD and using Adobe Illustrator to create assets
- Imported all handmade assets into Adobe Animate to create small 2D animations for the game and easily publish it to a webpage using Javascript

justPeachy (Team of 4) | Git, React, Cohere API, JavaScript

March 2022

- Was invited to the CMD-F hackathon hosted by NW+ at UBC where we as a team created a web-app dealing with Pink Tax using React and JavaScript, and Semantic Analysis
- Went from a simple mascot idea and color scheme to storyboard sketching, to prototyping lo-fi to hi-fi designs in Figma before fully implementing the frontend using React
- Used Machine Learning by using Web scraper Api to get pricing and keyword information from Amazon followed by using the Co:here API to conduct semantic analysis.

TECHNICAL SKILLS

Languages: Java, C#/C++, JavaScript, HTML/CSS, TypeScript, Python

Frameworks: JUnit, MonoGames, Node.js, Npm.js

Applications: Adobe Illustrator, Adobe Animate, Adobe In design, Canva, Figma, Maya

Developer Tools: Git, IntelliJ, VS Code, BlueJ, Android Studio, Unity Engine