

# Ameya Goel

720-369-9430 | [ameyagoel@gmail.com](mailto:ameyagoel@gmail.com) | <https://ameyagoel.vercel.app/> | [github.com/ameyagoel](https://github.com/ameyagoel)

## EDUCATION

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### University of British Columbia

*Bachelor of Arts in Computer Science*

Vancouver, BC

Aug. 2021 – May 2024

## EXPERIENCE

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### UBC AUS Graphic Designer

July 2022 – June 2023

*University of British Columbia*

*Vancouver, BC*

- Designed 30+ graphics for Social Media 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%

### UI/UX Designer

June. 2023 – Present

*FYPWiki*

*Remote*

- Revamped and designed 20+ distinctive icons in Adobe Illustrator that gave consistency to the company's brand.
- Designed and animated multiple advertising and marketing pitches to increase awareness of the brand and bring site view up by 65%
- Designed reusable UI components using Figma that boosted reusability and scalability by 65%

### Front-End Developer

June. 2023 – Present

*SmartTwigs*

*Remote*

- Designed front-end webpages with HTML, CSS, Javascript, and Typescript to create an interface fully interactive with APIs and could support 10+ requests.
- Collaborated with both UI/UX design teams and back-end developers in an effort to seamlessly translate wireframes into functional webpages with all requirements met.
- Hand-coded embedded stylesheets and react components into existing Javascript interfaces to reduce load times.

## PROJECTS

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### 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

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**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