Ameya Goel

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EDUCATION

University of British Columbia | Vancouver, BC
Bachelor of Arts in Computer Science | *Aug. 2021 – May 2025*

EXPERIENCE

UBC AUS Graphic Designer | July 2022 – September 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 – September 2023
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

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 webgame 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