





ARYA PATEL

CONTACT

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 Atlanta, GA

SKILLS

Customer Relation Management
Critical Thinking
MS Office- PowerPoint, Word, Publisher, Excel, OneNote
Photoshop- Adobe
Operating Systems- MAC, Windows
Social Media- Instagram, Twitter, Snapchat, Facebook
User Research
Wireframe
Prototyping software- Figma & Marvel
HTML/CSS
Canva

EDUCATION

Bachelor of Business Administration

Georgia State University

2019-2023

Intro to Info. System, Accounting I & II,
Managing Human Resources, Corporate
Finance, Analysis of Business Data,
Business Analysis

Leadership & Professional Development

Finance Chair for Indian Cultural
Exchange Program (ICE) At GSU

LANGUAGES

Gujratri

Hindi

Spanish

PROFILE

Motivated college student with strong communication skills, excellent organization skills and a drive to learn seeking to obtain experience.

WORK EXPERIENCE

Brand Ambassador

Forever 21

2021-2022

- Participated in continuous improvement by generating suggestions, engaging in problem-solving activities to support teamwork.
- Planned and organized sampling events by working together with retail store managers and leaders.
- Increased brand awareness through event marketing, demonstrations, sales, and brand promotion.
- Set up and broke down promotional booths and tents, talked to potential customers and aided the visual manager for successful promotional events.
- Increasing product appeal and customer experience by interacting with almost 50-60 customers per day.
- Doubled target for customer loyalty signups by promoting customer reward program.

Sales Associate

Coldstone Creamery

2016-2020

- Offered support to clients in locating items, addressing inquiries, and promoting enrollment in the rewards program.
- Operated efficiently within an independent work setting, overseeing daily activities, and making informed choices.
- Enhanced customer allegiance and satisfaction by tending to their requirements, aiding approximately 60-70 customers daily.
- Conducted training sessions for fresh hires, familiarizing them with the company's values and organizational approaches.
- Guided customers in choosing products tailored to their requirements and preferences

KEY PROJECTS

- In the course of designing the flashcard app, I focused on creating an intuitive and engaging interface to facilitate efficient learning. This involved carefully considering user journeys and incorporating user stories to ensure a seamless experience for learners. The health and fitness app, on the other hand, presented a unique set of challenges where I prioritized user-centric design to encourage user engagement and promote a healthier lifestyle. Throughout both projects, I conducted thorough competitive analyses to understand industry trends and user expectations. I also implemented surveys to gather valuable insights from potential users, refining the designs based on their feedback. The wireframes and prototypes, ranging from low to high fidelity, allowed for iterative testing and refinement, ensuring the final products met both functional and aesthetic requirements. Incorporating UI gestalt principles added an extra layer of cohesion and visual appeal to the designs, creating interfaces that are not only functional but also visually pleasing. Additionally, my foundational knowledge of HTML allowed me to bridge the gap between design and development, contributing to a more seamless implementation process. These experiences have equipped me with a well-rounded skill set in UX design, emphasizing a user-centered approach and the ability to translate conceptual ideas into tangible, user-friendly applications.
- I completed a marketing project that involved developing a comprehensive marketing strategy and carrying it out through a variety of strategies, such as creating professional logos that effectively represent the brand and designing flyers that are appealing to the eye.
- I have produced an animated movie that serves as an informative tool to educate individuals about the modern terminology "quiet quitting/firing."
- I have successfully completed projects in designing marketing materials, such as brochures, flyers, and other related designs, using Canva, Microsoft Publisher, PowerPoint as my tool.