

# gira patel

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## experience

**NBCUniversal** July '17–present  
Digital Designer

*Saturday Night Live / Late Night with Seth Meyers /  
The Tonight Show Starring Jimmy Fallon*

- Using color, typography, iconography, and texture to create brand guidelines for clean digital experiences across all three Late Night properties.
- Collaborating with UX and motion designers, illustrators, video editors, engineers, and marketing managers to promote shows and products.
- Designing social and web graphics, landing pages, and sub-brand identities such as podcasts and live shows.
- Managing junior designers and interns by delegating projects and providing feedback.

**NBCUniversal** June '16–Aug '16  
Digital Design Intern

*Saturday Night Live / Late Night with Seth Meyers /  
The Tonight Show Starring Jimmy Fallon*

Designed templates for social platforms to create a cohesive digital presence. Worked closely with a digital art director in branding The Tonight Show's BONK! app. Created a guide and organized resources to ease the onboarding process for new interns.

**Asian American Studies Program** Sept '14–May '17  
Graphic Designer

Designed and illustrated campus flyers and annual reports, updated websites in WordPress, and occasionally provided photography and videography. *Worked on and off between summer internships.*

**Freelance Work** June '13–present

*Sethmaker Shoemeyers Productions / Stylus Literary  
Magazine / Strong & Beautiful Me / Kaigo Health*

Providing a wide range of work including: web design & development, branding, logo design, promotional graphics, and print collateral.

## about

Visual designer that is passionate about digital, branding, and product design. Other interests include tech, media, and entertainment.

## education

**University of Maryland** May 2017  
College Park, MD  
Bachelor of Arts, Graphic Design  
Strategic Design & Innovation Fellowship

## skills

Adobe Illustrator	Sketch
Adobe Photoshop	InVision
Adobe XD	Principle
Adobe Premiere	Zeplin
Adobe After Effects	HTML / CSS
Adobe InDesign	WordPress
Keynote	MailChimp

Gujarati (conversational), Spanish (basic)

## activities

**Bitcamp** Dec '14–Sept '16  
Design Lead

Helped organize a collegiate hackathon by designing social graphics, swag, stickers, and the 2016 website. Supervised designers to ensure all work followed the style guide.  
<http://2016.bit.camp>

**AIGA Student Chapter** Aug '16–June '17  
Vice President

Arranged studio tours and planned bi-weekly design workshops and lectures on campus.