

gira patel

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experience

NBCUniversal July '17–present
Digital Designer

*Saturday Night Live / Late Night with Seth Meyers /
A Little Late with Lilly Singh / The Tonight Show*

- Establishing visual style guides and design templates for a more efficient workflow that ensures cohesive content across all four Late Night shows.
- Collaborating with video editors, illustrators, UX and motion designers, and marketing managers to promote shows and products on social.
- Visualizing sub-brand identities for podcasts and digital exclusives.
- Managing junior designers and interns by delegating projects and providing mentorship.

NBCUniversal June '16–Aug '16
Digital Design Intern

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

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

*Embassy Row / Sethmaker Shoemeyers Productions /
Merry Bright Music / Stylus Literary Journal*

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

skills

Adobe Photoshop	Procreate
Adobe Illustrator	Figma
Adobe Premiere Pro	Sketch
Adobe After Effects	InVision
Adobe XD	Principle
Adobe InDesign	HTML / CSS
Keynote	MailChimp

Currently learning: Cinema 4D, JavaScript

education

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

honors

Emmy Nomination July '18
Outstanding Interactive Program

Silver Promax Award June '18
Use of Social Media to Promote
a Program or Series

Silver Student ADDY Mar '17
Animation & Special Effects

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.

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

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