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

- Streamlined workflow by establishing the digital team's first style guides and social templates for all four Late Night shows and continuously working on brand refreshes as seasons progress.
- Collaborating with video editors, illustrators, motion and UX designers, and marketing managers to promote shows and products on social.
- Crafting art directions and sub-brand identities for podcasts and digital exclusives on YouTube and Instagram Stories.
- Providing direct feedback and mentorship to junior creatives, including multiple interns who later joined the team permanently.

NBCUniversal   June '16–Aug '16
Digital Design Intern

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

Designed social assets to promote the shows. Worked closely with the 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.